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DRUG STORE NEWS

1984 Reference For Pharmacy Practice

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DRUG STORE NEWS

1984 REFERENCE FOR PHARMACY PRACTICE

This year *Drug Store News* has updated last year's issue of the Reference For Pharmacy Practice. It has been determined through interviews with numerous pharmacists that a need exists for business-oriented information and more generic product information.

The BUSINESS SECTION is a commercial section that contains a myriad of business data useful to practicing pharmacists. Included in the section are the top 200 drugs, both by business terms and by manufacturer, profiles of leading drugs, a bulk buying guide, manufacturers' trade terms to retailers and wholesalers and many more features. Numerous sources have been used to compile this section.

The GENERIC SECTION presents information helpful to all pharmacists specifying the top generic products to stock, the brand of products pharmacists usually select in an open call situation, and generic to brand name reference guides. This newest section is in response to the added demands placed on the pharmacist by drug products selection laws.

The CLINICAL SECTION contains background material on some OTC products, drug/drug interactions, low sodium products and sugar free products. Also in this section is information on contact lens care and a guide to leading drugs.

The CONTINUING EDUCATION SECTION contains a 100 question quiz based on the material presented in the Clinical section of the book. Following successful completion of the test, pharmacists will be better prepared to instruct their patients and advise physicians on such matters as unwanted side effects of leading prescription drugs.

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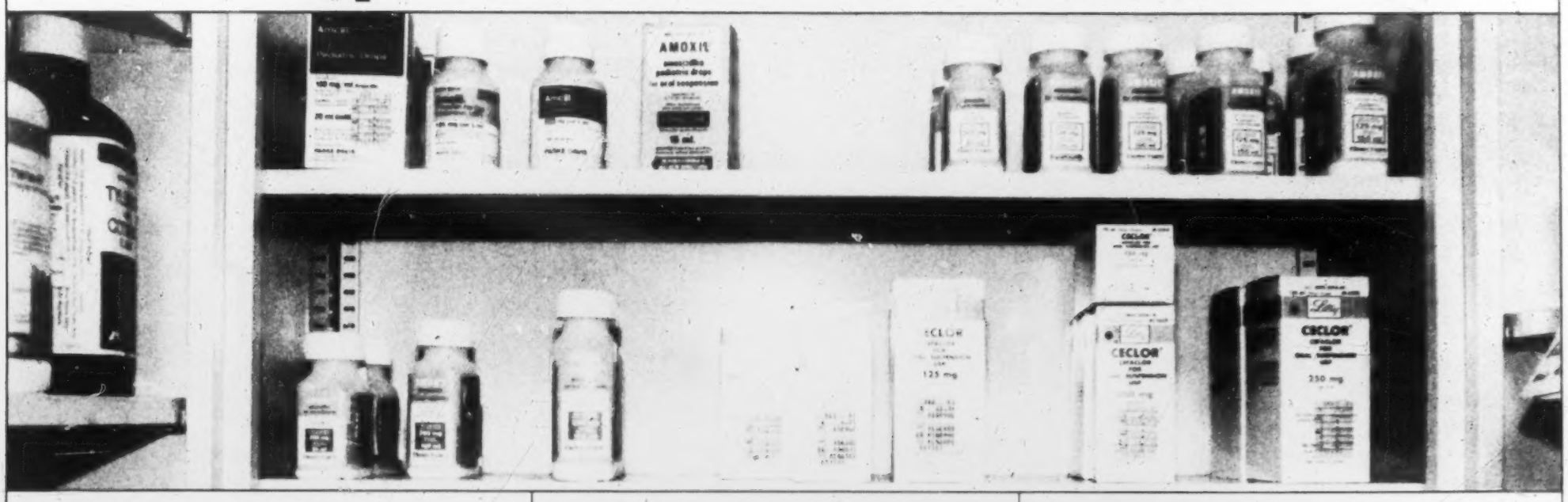
Top 200 Products Ranked



Number of Rxs	$ Volume	$ Margin*
1 Dyazide Capsules	Tagamet Tablets 300mg	Dyazide Capsules
2 Tylenol Tablets w/Codeine 30mg	Dyazide Capsules	Tylenol Tablets w/Codeine 30mg
3 Tagamet Tablets 300mg	U.D. Feldene Capsules 20mg	Tagamet Tablets 300mg
4 Valium Tablets 5mg	Valium Tablets 5mg	Darvocet-N Tablets 100mg
5 Darvocet-N Tablets 100mg	Darvocet-N Tablets 100mg	Valium Tablets 5mg
6 Lasix Tablets 40mg	Diabinese Tablets 250mg	Lasix Tablets 40mg
7 Lanoxin Tablets 0.25mg	Inderal Tablets 40mg	Slow-K Tablets 600mg
8 Slow-K Tablets 600mg	Motrin Tablets 600mg	Keflex Capsules 250mg
9 Lanoxin Tablets 0.125mg	Aldomet Tablets 250mg	U.D. Feldene Capsules 20mg
10 Aldomet Tablets 250mg	Procardia Capsules 10mg	Tenormin Tablets 50mg
11 Dilantin Capsules 100mg	Tenormin Tablets 50mg	Motrin Tablets 600mg
12 Inderal Tablets 40mg	Motrin Tablets 400mg	E.E.S. 400 Filmtabs
13 Motrin Tablets 400mg	Keflex Capsules 500mg	Motrin Tablets 400mg
14 Inderal Tablets 20mg	Keflex Capsules 250mg	Lanoxin Tablets 0.25mg
15 Motrin Tablets 600mg	U.D. Zantac Tablets 150mg	Lanoxin Tablets 0.125mg
16 Keflex Capsules 250mg	Tylenol Tablets w/Codeine 30mg	Lopressor Tablets 50mg
17 Diabinese Tablets 250mg	Lasix Tablets 40mg	Aldomet Tablets 250mg
18 Lopressor Tablets 50mg	Clinoril Tablets 200mg	Ativan Tablets 1mg
19 U.D. Feldene Capsules 20mg	Slow-K Tablets 600mg	Inderal Tablets 40mg
20 Amoxil Susp. 250mg/5ml 100ml	Naprosyn Tablets 375mg	Keflex Capsules 500mg
21 E.E.S. 400 Filmtabs	Lopressor Tablets 50mg	Procardia Capsules 100mg
22 Inderal Tablets 10mg	Inderal Tablets 20mg	Dalmane Capsules 30mg
23 Tenormin Tablets 50mg	Naprosyn Tablets 250mg	Monistat-7 Vaginal Cream w/App.
24 Lo/Ovral Tablets 21 Pk.	Ativan Tablets 1mg	Amoxil Suspension 250mg/5ml 100ml
25 Ativan Tablets 1mg	Valium Tablets 10mg	Inderal Tablets 20mg
26 Dalmane Capsules 30mg	Indocin Capsules 25mg	Bactrim DS 28 Pk.
27 Monistat-7 Vaginal Cream w/App.	Dilantin Capsules 100mg	Diabinese Tablets 250mg
28 Dimetapp Elixir	Timoptic 0.5% Ophth. Soln.	Dilantin Kapseals 100mg
29 Procardia Capsules 20mg	E.E.S. 400 Filmtabs	Dimetapp Elixir
30 Amoxil Susp. 125mg/5ml 100ml	Lo/Ovral Tablets 21 Pk.	Naprosyn Tablets 375mg
31 Bactrim DS Tablets 28 Pk.	Corgard Tablets 40mg 28 Pk.	Amoxil Suspension 125mg/5ml 100ml
32 Insulin NPH U-100 10ml	Monistat Vaginal Cream w/App.	Flexeril Tablets 10mg
33 Amoxil Capsules 250mg	Bactrim DS Tablets 28 Pk.	Septra DS Tablets 20 Pk.
34 Premarin Tablets 1.25mg	Inderal Tablets 10mg	Valium Tablets 10mg
35 Ortho-Novum Tablets 1/50 21 Ref.	Aldomet Tablets 500mg	Inderal Tablets 10mg
36 Premarin Tablets 0.625mg	Aldoril Tablets 25mg	Percodan Tablets
37 Indocin Capsules 25mg	Flexeril Tablets 10mg	U.D. Zantac Tablets 150mg
38 Dimetapp Extentab	Insulin NPH U100 10ml	Theo-Dur Tablets 300mg
39 Keflex Capsules 500mg	Tolectin DS Capsules 400mg	Amoxil Capsules 250mg
40 Theo-Dur Tablets 300mg	Lopressor Tablets 100mg	Empirin Tablets w/Codeine 30mg

*Based on AWP cost.

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
41 Empirin Tablets w/Codeine 30mg	Theo-Dur Tablets 300mg	Tranxene Capsules 7.5mg
42 Lasix Tablets 20mg	Amoxil Suspension 250mg/100ml	Dimetapp Extentab
43 Valium Tablets 10mg	Tranxene Capsules 7.5mg	Indocin Capsules 25mg
44 Hydrodiuril Tablets 50mg	Transderm-Nitro 5mg 7 Dsk.	Premarin Tablets 0.625mg
45 Septra DS Tablets 20 Pk.	Clinoril Tablets 150mg	Parafon Forte Tablets
46 Ovral Tablets 21 day 3 Pk.	Tegretol Tablets 200mg	Premarin Tablets 1.25mg
47 Ortho Novum Tablets 1/25 28 Ref.	Dalmane Capsules 30mg	Naprosyn Tablets 250mg
48 Micro-K Capsules 8meq	Septra DS Tablets 20 Pk.	Theo-Dur Tablets 200mg
49 Naprosyn Tablets 375mg	Premarin Tablets 1.25mg	Clinoral Tablets 200mg
50 Tranxene Capsules 7.5mg	Ceclor Pulvules 250mg	Tylenol Tablets w/Codeine 60mg
51 Percodan Tablets	Tolinase Tablets 250mg	Vicodin Tablets
52 Flexeril Tablets 10mg	Inderal Tablets 80mg	Micro-K Capsules 8meq
53 Theo-Dur Tablets 200mg	Parafon Forte Tablets	Synalgos DC Capsules
54 Achromycin V Capsules 250mg	Ortho Novum Tablets 1/50 21 Ref.	Lasix Tablets 20mg
55 Synthroid Tablets 0.1mg	Naprosyn Tablets 500mg	Corgard Tablets 40mg 28 Pk.
56 Aldoril Tablets 25mg	Persantine Tablets 25mg	Lomotil Tablets 2.5mg
57 Clinoril Tablets 200mg	Quinaglute Duratabs	Moduretic Tablets 5/50mg
58 Lo/Ovral Tablets 28 day	Aldactazide Tablets	Timoptic 0.5% Ophth. Soln.
59 Corgard Tablets 40mg 29 Pk.	Nalfon Tablets 600mg	Achromycin V Capsules 250mg
60 Timoptic 0.5% Ophth. Soln. 15ml	Persantine Tablets 50mg	Fiorinal Tablets w/Codeine 30mg
61 Ortho Novum Tabs 1/35 21 Ref.	Zyloprim Tablets 300mg	Fiorinal Tablets
62 Naprosyn Tablets 250mg	Moduretic Tablets 5/50mg	Hydrodiuril Tablets 50mg
63 U.D. Zantac Tablets 150mg	Premarin Tablets 0.625mg	Ceclor Pulvules 250mg
64 Tylenol Tablets w/Codeine 60mg	Vibramycin Capsules 100mg	Ventolin Inhaler Refill
65 Vicodin Tablets	Ovral Tablets 21 day 3 Pk.	U.D. Restoril Capsules 30mg
66 Synalgos DC Capsules	Ortho Novum Tablets 1/35 28 Ref.	Synthroid Tablets 0.1mg
67 Ortho Novum Tabs 1/50 28 Ref.	Librax Capsules	Xanax Tablets 0.5mg
68 Parafon Forte Tablets	Theo-Dur Tablets 200mg	Tolectin DS Capsules 400mg
69 Valium Tablets 2mg	Accutane Capsules 40mg	Aldoril Tablets 25mg
70 Hygroton Tablets 50mg	Dolobid Tablets 500mg	Persantine Tablets 25mg
71 Moduretic Tablets 5/50mg	Vibra-Tabs 100mg	E-Mycin Tablets 333mg
72 Librax Capsules	Hydergine Oral Tablets 1mg	Zyloprim Tablets 300mg
73 Lomotil Tablets 2.5mg	Percodan Tablets	Anaprox Tablets 275mg
74 Fiorinal Tablets	Nitro-Dur Patch 10cm	Dalmane Capsules 15mg
75 Benadryl Capsules 25mg	Lanoxin Tablets 0.25mg	Proventil Inhaler 17gm
76 U.D. Restoril Capsules 30mg	Indocin SR Capsules 75mg	Hygroton Tablets 50mg
77 Persantine Tablets 25mg	Minipress Capsules 1mg	Nalfon Tablets 600mg
78 E-Mycin Tablets 333mg	Xanax Tablets 0.5mg	Eryc Capsules 250
79 Ventolin Inhaler Refill	Lo-Ovral Tablets 28 day	Minipress Capsules 1mg
80 Nitrostat Tablets 0.4mg	Anaprox Tablets 275mg	Lopressor Tablets 100mg
81 Minipress Capsules 1mg	Dimetapp Extentabs	Benadryl Capsules 25mg
82 Donnatal Tablets	Nolvadex Tablets 10mg	Naldecon Tablets
83 Dalmane Capsules 15mg	Indocin Capsules 50mg	Librax Capsules
84 E-Mycin Tablets 250mg	Ativan Tablets 2mg	Trinalin Tablets
85 Zyloprim Tablets 300mg	Hygroton Tablets 50mg	Valium Tablets 2mg
86 Fiorinal Tablets w/Codeine 30mg	Amoxil Capsules 250mg	Macrodantin Capsules 50mg
87 Aldactazide Tablets	Ser-Ap-Es Tablets	Provera Tablets 10mg
88 Phenergan Expt. w/Codeine	Reglan Tablets 10mg	Phenergan Expt. w/Codeine
89 Proventil Inhaler 17gm	Lanoxin Tablets 0.125mg	Dolobid Tablets 500mg
90 Omnipen Capsules 250mg	Ortho Novum Tabs 1/35 21 Ref.	Reglan Tablets 10mg
91 Hydrochlorothiazide Tablets 50mg	Ortho Novum Tabs 1/50 28 Ref.	E-Mycin Tablets 250mg
92 Ser-Ap-Es Tablets	Tylenol Tablets w/Codeine 60mg	K-Tabs 750mg
93 Eryc Capsules 250mg	Micro-K Capsules 8meq	Aldomet Tablets 500mg
94 Xanax Tablets 0.5mg	Minipress Capsules 2mg	Darvon Compound 65mg Pulvules
95 Benadryl Capsules 50mg	Lomotil Tablets 2.5mg	Catapres Tablets 0.1mg

*Based on AWP cost.

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
96 Lopressor Tablets 100mg	Triavil 2-25 Tablets	Aldactazide Tablets
97 Erythrocin Tablets 100mg	Persantine Tablets 75mg	Entex-La Tablets
98 Aldomet Tablets 500mg	Ventolin Inhaler Refill	Omnipen Capsules 250mg
99 Pen-Vee K Tablets 250mg	Capoten Tablets 25mg	Persantine Tablets 50mg
100 Tegretol Tablets 200mg	Catapres Tablets 0.1mg	Benadryl Capsules 50mg
101 K-Tabs 750mg	Proventil Inhaler	E.E.S. Liquid 200mg
102 Trinalin Tablets	Insulin Lente U100	Septra Suspension
103 Naldecon Tablets	U.D. Procan SR Tablets 500mg	Donnatal Tablets
104 Norinyl Tablets 1/50 21 day Ref.	Amoxil Suspension 125mg/5ml 100ml	Ativan Tablets 2mg
105 Omnipen Capsules 500mg	Catapres Tablets 0.2mg	Erythrocin Tablets 250mg
106 Entex-La Tablets	Naldecon Tablets	Tegretol Tablets 200mg
107 Provera Tablets 10mg	Duricef Capsules 500mg	Lotrimin Cream 1%/90gm
108 E.E.S. Liquid 200mg	Dimetapp Elixir	Omnipen Capsules 500mg
109 Tolectin DS Capsules 400mg	K-Lyte Tablets, Orange	Vibramycin Capsules 100mg
110 Ceclor Puvules 250mg	Minocin Capsules 100mg	Pen-Vee K Tablets 250mg
111 Insulin Lente U100	Corgard Tablets 80mg 28 Pk.	Hydrochlorothiazide Tablets 50mg
112 Anaprox Tablets 275mg	Mellaril Tablets 25mg	Insulin NPH U100
113 Nalfon Tablets 600mg	Marcrodantin Capsules 50mg	Ser-Ap-Es Tablets
114 Tolinase Tablets 250mg	Lasix Tablets 20mg	Vibratabs 100mg
115 Catapres Tablets 0.1mg	Fiorinal Tablets w/Codeine 30mg	Talwin NX Tablets
116 Amoxil Capsules 500mg	Inderide Tablets 40-25	Transderm-Nitro 5mg 7 Disc
117 Rufen Tablets 400mg	Orinase Tablets 500mg	Amoxil Capsules 500mg
118 Ortho Novum Tabs 10/11 28 day	Hydrodiuril Tablets 50mg	Tolinase Tablets 250mg
119 Lotrimin Cream 1% 90gm	E-Mycin Tablets 333mg	Tranxene Capsules 3.75mg
120 Macrodantin Capsules 50mg	Tagamet Tablets 200mg	Rufen Tablets 400mg
121 Septra Suspension	Valium Tablets 2mg	Naprosyn Tablets 500mg
122 Ornade Spansules	Vicodin Tablets	Mycolog Cream 15gm
123 Darvon Compound Capsules 65mg	Empirin Tablets w/Codeine 30mg	Pediazole Suspension 150ml
124 Thyroid Tablets 1gr	Timoptic 0.25% Ophth Soln. 15ml	Desyrel Tablets 50mg
125 Reglan Tablets 10mg	Mycolog Cream 15gm	Clinoril Tablets 150mg
126 Cogentin Tablets 2mg	Synalgos DC Capsules	Ornade Spansules
127 Librium Capsules 10mg	Desyrel Tablets 50mg	Hydergine Oral Tablets 1mg
128 Mycolog Cream 15gm	Provera Tablets 10mg	Phenaphen Capsules w/Codeine 30mg
129 Benedryl Elixir	Tenormin Tablets 100mg	Indocin SR Capsules 75mg
130 Mellaril Tablets 25mg	Trinalin Tablets	Antivert Tablets
131 Rufen Tablets 400mg	Dolobid Tablets 500mg	Duricef Capsules 500mg
132 Enduron Tablets 5mg	Cardizem Tablets 60mg	Valisone Cream 0.1% 45gm
133 Clinoril Tablets 150mg	Norinyl-50 21 day Ref.	Norgesic Forte Tablets
134 Orinase Tablets 500mg	Fiorinal Tablets	Medrol 4mg Tablets
135 Phenaphen Caps w/Codeine 30mg	Minocin Capsules 50mg	Ionamine 30mg Capsules
136 Tranxene Capsules 3.75	Sinemet 25/250 Tablets	Benadryl Elixir
137 Synthroid Tablets 0.2mg	Amoxil Capsules 500mg	Percocet-5 Tablets
138 Persantine Tablets 50mg	E-Mycin Tablets 250mg	K-Lyte Tablets Orange
139 V Cillin K Tablets 250mg	U.D. Restoril Capsules 30mg	Enduron Tablets 5mg
140 Synthroid Tablets 0.15mg	Talwin NX Tablets	Elavil Tablets 25mg
141 Ovral Tablets 28 day	Eryc Capsules 250mg	Quinaglute Duratabs
142 Antivert Tablets 25mg	Atarax Tablets 25mg	Minipress Capsules 2mg
143 Coumadin Tablets 5mg	Nitrobid Capsules 6.5mg	Mellaril Tablets 25mg
144 Vibramycin Capsules 100mg	Pediazole Suspension	V Cillin K Tablets 250mg
145 Inderal Tablets 80mg	Librium Capsules 10mg	Tylox Capsules
146 Isordil 10mg Titradose	K-Tabs 750mg	Librium Capsules 10mg
147 Valisone Cream 0.1% 45gm	Norpace Capsules 150mg	Tenuate Dospan 75mg Tablets
148 Elavil Tablets 25mg	Carafate Tablets 1gm	Inderide Tablets 40-25
149 Norgesic Forte Tablets	Desyrel Tablets 50mg	Inderal Tablets 80mg
150 Vibratabs 100mg	Dalamane Capsules 15mg	Atarax Tablets 25mg

*Based on AWP cost

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
151 Pediazole Suspension 150ml	Antivert Tablets 25mg	Isordil 10mg Titradose
152 Demulen Tripk.	Tranxene Capsules 3.75mg	Nitrostat Tablets 0.4mg
153 Klotrix Tablets 10meq	Ortho Novum Tablets 10/11 28 day	Klotrix Tablets 10meq
154 Materna 1/60 Tablets	Norpace Capsules	Coumadin Tablets 5mg
155 Phenergan VC w/Codeine	Minipress Capsules 5mg	Indocin Capsules 50mg
156 Medrol 4mg 21 day Dosepk.	Ornade Spansules	Capoten Tablets 25mg
157 K-Lyte Tablets Orange	Isordil 10mg Titradose	Synthroid Tablets 0.2mg
158 Triavil 2-25 Tablets	Demulen Tripk.	Materna 1/60 Tablets
159 Talwin NX Tablets	Mellaril Tablets 50mg	Synthroid Tablets 0.15mg
160 Zyloprim Tablets 100mg	Cardizem Tablets 30mg	Bactrim Pediatric Suspension
161 Mellaril Tablets 50mg	Valisone Cream 0.1% 45gm	Brethine Tablets 2.5mg
162 Minipress Capsules 2mg	Tolinase Tablets 500mg	Phenergan VC Expt. w/Codeine
163 Transderm Nitro 5mg	Meclomen Capsules 100mg	Tuss-Ornade Capsules
164 Antivert Tablets 12.5mg	Danocrine Capsules 200mg	Imodium Capsules 2mg
165 Inderide 40-25 Tablets	Parlodel Tablets 2.5mg	Nitrodur Patch 10cm
166 Tuss-Ornade Spansules	Flagyl Tablets 250mg	Catapres Tablets 0.2mg
167 Hydergine Oral Tablets 1mg	Enduron Tablets 5mg	Triavil 2-25 Tablets
168 Brethine Tablets 2.5mg	Ceclor Susp. 250mg/5ml 75ml	Cortisporin Otic Suspension
169 Atarax Tablets 25mg	Lotrimin Cream 1% 90gm	Persantine Tablets 75mg
170 Indocin Capsules 50mg	Synthroid Tablets 0.1mg	U.D. Restoril Capsules 15mg
171 Norgesic Forte Tablets	Darvon Compd. 65mg Pulvules	Ru-Tuss Tablets
172 Bactrim Pediatric Suspension	Aldactone Tablets 25mg	Fastin Capsules 30 Pk.
173 Timoptic 0.25% Ophth Soln.	Ovral Tablets 28 day Pk.	Zyloprim Tablets 100mg
174 Cortisporin Otic Suspension	Tenuate Dospan 75mg	Halcion Tablets 0.5mg
175 U.D. Restorial Capsules 15mg	Limbitrol 10-25 Tablets	Antivert Tablets 12.5mg
176 Percocet-5 Tablets	Ionamine-30 Capsules	Robaxin Tablets 750mg
177 Phenobarbital Tablets 30mg	Depakene Capsules 250mg	Serax Capsules 15mg
178 Nordette Tablets 21 day Pk.	Serax Capsules 15mg	Premarin Vaginal Cream w/Appl.
179 Indocin SR Capsules 75mg	Pavabid Capsules 150mg Uni-Rx	Orinase Tablets 500mg
180 Tetracycline Capsules 250mg	Nitrobid Capsules 2.5mg	Ornade Spansules
181 Naprosyn Tablets 500mg	Brethine Tablets 2.5mg	Stuartnatal 1 + 1 Tablets
182 Stuartnatal 1 + 1 Tablets	Calan Tablets 80mg	Timoptic 0.25% Ophth. Soln.
183 Capoten Tablets 25mg	Elavil Tablets 25mg	Kwell Shampoo
184 Apresoline Tablets 25mg	Medrol 4mg 21 dosepk.	Combid Spansules
185 Imodium Capsules 2mg	Combid Spansules	Fiorinal Capsules
186 Tylox Capsules	Transderm Nitro 10mg 30 Disk	Hygroton Tablets 25mg
187 Naldecon Pediatric Syrup	Imodium Capsules 2mg	Tagamet Tablets 200mg
188 Amcill Capsules 250mg	Coumadin Tablets 5mg	Xanax Tablets 0.25mg
189 Ionamine-30 Capsules	Materna 1/60 Tablets	Soma 350mg Tablets
190 Quinaglute Duratabs	Soma 350mg Tablets	Ambenyl Expect.
191 Ru-Tuss Tablets	E.E.S. Liquid 200mg	Apresoline Tablets 25mg
192 Sumycin Capsules 250mg	Percocet-5 Tablets	U.D. Procan SR Tablets 500mg
193 Hygroton 25mg Tablets	Omnipen Capsules 500mg	Thyroid Tablets 1 grain
194 Duricef Capsules 500mg	Septra Suspension	Accutane Capsules 40mg
195 Kwell Shampoo 60ml	Vanceril Inhaler	Cortisporin Otic Soln.
196 Erythromycin Base Filmtab 250mg	Entex-LA Tablets	Equagesic Tables
197 Insulin Lo-Dose Syringes U100	Mellaril Tablets 100mg	Ceclor Suspension 250mg/5ml 75ml
198 Ortho Novum Tablets 10/11 21 day	Triavil 4-25 Tablets	Centrax Capsules 10mg
199 Quinamm Tablets	Insulin Lo-Dose Syringes U100	Tavist-D Tablets
200 Tenuate Dospan 75mg	Sinemet 10/100 Tablets	Penn Vee K Tablets 500mg

*Based on AWP cost.

Note: Data supplied here is based on information collected during October 1983.

Seasonal variations will result in some shifts among products.

Source: Decision Data

Top 200 Ranked by Manufacturer

	Number Of Rxs	$ Volume	$ Margin
A. H. ROBINS			
Dimetapp Elixir	28	108	29
Dimetapp Extentabs	38	81	42
Donnatal Tabs	82	0	103
Micro-K Caps 8 meq.	48	93	52
Phenaphen Caps w/Codeine	135	0	128
Reglan Tabs 10mg	125	88	90
Robaxin Tabs 750mg	0	0	176
ABBOTT			
E.E.S. Liquid 200mg	108	192	101
E.E.S. 400 Filmtabs	21	29	12
Erythrocin Tabs 250mg	97	0	105
Erythromycin Base Filmtabs 250mg	197	0	0
Enduron Tabs 5mg	132	158	139
Depakene Caps 250mg	0	178	0
Tranxene Caps 3.75mg	136	153	119
Tranxene Caps 7.5mg	50	43	41
ARMOUR			
Thyroid Tabs 1gm	124	0	193
AYERST			
Inderal Tabs 10mg	34	34	35
Inderal Tabs 20mg	14	22	25
Inderal Tabs 40mg	12	7	19
Inderal Tabs 80mg	146	52	149
Inderide 40-25 Tabs	166	116	148
Premarin Tabs 1.25mg	34	49	46
Premarin Vaginal Cream w/appl.	0	0	178
Premarin Tabs 0.625mg	0	63	44
BD			
Insulin Lo-Dose syringes U100	198	200	0
BEECHAM LABS			
Amoxil Caps 250mg	33	86	39
Amoxil Caps 500mg	116	137	117
Amoxil Susp. 250mg/5ml 200ml	20	42	24
Amoxil Susp. 125mg/5ml 100ml	30	104	31
Fastin Caps 30-pk.	0	0	172

	Number of Rxs	$ Volume	$ Margin
BERLEX			
Quinaglute Duratabs	191	57	141
BOEHRINGER INGELHEIM LTD.			
Catapres Tabs 0.1mg	115	100	95
Catapres Tabs 0.2mg	0	105	166
Persantine Tabs 75mg	0	97	169
Persantine Tabs 50mg	139	60	99
Persantine Tabs 25mg	77	56	70
BOOTS PHARMACEUTICALS			
Rufen Tabs 400mg	117	0	120
Ru-Tuss Tabs	192	0	170
BRISTOL			
Naldecon Pediatric Syrup	188	0	0
Naldecon Tabs	103	0	82
BURROUGHS WELLCOME CO.			
Cortisporin Otic Susp.	175	0	168
Cortisporin Otic Soln.	0	0	195
Empirin Tabs w/cod. 30mg	42	123	40
Lanoxin Tabs 0.125	9	89	15
Lanoxin Tabs 0.25mg	7	75	14
Septra Susp.	121	195	102
Septra DS Tabs 20 pk.	45	48	33
Zyloprim Tabs 300mg	85	61	72
Zyloprim Tabs 100mg	161	0	173
CIBA PHARMACEUTICAL CO.			
Apresoline Tabs 25mg	185	0	191
K-Tabs 750mg	101	147	92
Ser-ap-es Tabs	0	87	113
Slow-K Tabs	8	19	7
Transderm Nitro 10mg 30 disk	0	187	0
Transderm Nitro 5mg 7disk	164	44	115
DISTA PRODUCTS CO.			
Keflex Caps 250mg	16	14	8

Top 200 Ranked by Manufacturer

	Number Of Rxs	$ Volume	$ Margin
Keflex Caps 500mg	39	13	20
Nalfon Tabs 600mg	113	59	77
EATON			
Macrodantin Caps 50mg	120	113	86
ENDO LABS INC.			
Coumadin 5mg Tabs	144	189	154
Percodan Tabs	51	73	36
Percocet-5 Tabs	177	193	137
FLINT			
Synthroid Tabs 0.2mg	137	0	157
Synthroid Tabs 0.1mg	55	171	66
Synthroid Tabs 0.15mg	141	0	159
GEIGY			
Brethine Tabs 2.5mg	169	182	161
Lopressor Tabs 100mg	96	40	80
Lopressor Tabs 50mg	18	21	16
Tegretol Tabs 200mg	100	46	106
GENERIC			
Tetracycline Caps 250mg	181	0	0
Hydrochlorthiazide 50mg Tabs	91	118	111
GLAXO INC.			
U.D. Zantac Tabs 10mg	63	15	37
Ventolin Inhaler Refill	79	98	64
HOECHST-ROUSSELL			
Lasix Tabs 40mg	6	17	6
Lasix Tabs 20mg	42	114	54
IVES LABORATORIES			
Isordil Titradose 10mg	147	158	151
Synalgos DC Caps	66	126	53
KEY PHARMACEUTICALS			
Nitrodur Patch 10cm	0	74	165
Theo-Dur Tabs 200mg	53	68	48
Theo-Dur Tabs 300mg	40	42	0
KNOLL			
Vicodin Tabs	65	122	51
LEDERLE LABS			
Achromycin V Caps 250mg	54	0	58
Materna Tabs 1/60	155	190	158
Minocin Caps 50mg	0	135	0
Minocin Caps 100mg	0	110	0
LILLY, ELI & CO.			
Ceclor Pulvules 250mg	110	50	63
Ceclor Susp. 250mg/ 5ml 75ml	0	0	197
Ceclor Sups. 125mg/ 5ml 75ml	0	169	0
Darvocet-N 100mg Tabs	5	5	4
Darvon Compound Caps 65mg	123	172	94
Insulin Lente U100 CP410	0	102	0
Insulin NPH U100 10ml CP310	32	38	112
Phenobarbital Tabs 30mg	178	0	0
V-Cillin-K Tabs 250mg	140	0	144
MARION LABORATORIES INC.			
Carafate Tabs 1gm	0	149	0
Cardizem Tabs 60mg	0	132	0
Cardizem Tabs 30mg	0	161	0
Nitrobid Caps 6.5mg	0	144	0
Nitrobid Caps 2.5mg	0	181	0
Pavabid Caps 150mg Uni-Rx	0	180	0

	Number of Rxs	$ Volume	$ Margin
McNEIL PHARMACEUTICALS			
Parafon Forte Tabs	68	53	45
Tolectin DS Caps 400mg	109	39	12
Tylenol Tabs w/Codeine 60mg	64	92	50
Tylox Caps	187	0	145
Tylenol Tabs w/Codeine 30mg	2	16	2
MEAD JOHNSON PHARM.			
Desyrel Tabs 50mg	0	127	124
Duricef Caps 500mg	195	107	131
K-Lyte Tabs Orange	158	109	138
Klotrix Tabs 10meq.	154	0	153
MERRELL-NATIONAL			
Quinamm Tabs	200	0	0
Tenuate Dosepan 75mg	0	175	147
MERCK, SHARPE & DOHME			
Aldomet Tabs 250mg	10	9	17
Aldoril Tabs 25mg	56	36	69
Aldomet Tabs 500mg	98	35	93
Indocin Caps 25mg	37	26	43
Cogentin Tabs 2mg	126	0	0
Dolobid Tabs 500mg	0	70	90
Elavil Tabs 25mg	149	184	140
Flexeril Tabs 10mg	52	37	32
Hydrodiuril Tabs 50mg	44	61	118
Indocin Sr Caps 75mg	180	76	130
Clinoril Tabs 250mg	133	45	125
Clinoril Tabs 200mg	57	18	49
Timpotic 0.5% Ophth. Soln.	60	28	58
Triavil Tabs 2-25	159	96	167
Triavil Tabs 4-25	0	199	0
Moduretic Tabs 5/50	71	62	113
NORWICH-EATON			
Entex-La Tabs	106	197	98
ORTHO PHARMACEUTICAL			
Immodium Caps 2mg	186	188	164
Monistat-7 Vaginal Cream w/app.	27	32	22
Ortho Novum Tabs 1/35 28Dayref	47	66	0
Ortho Novum Tabs 1/35 21Dayref	47	66	0
Ortho Novum 1/35 21Dayref	61	90	0
Ortho Novum 10/11 21Day	199	0	0
Ortho Novum 10/11 28Day	118	154	0
Ortho Novum 1/50 21Dayref	0	54	0
Ortho Novum 1/50 28Dayref	67	91	0
PARKE DAVIS			
Ambenyl Expectorant	0	0	190
Amcill Caps 250mg	189	0	0
Benadryl Elixir	129	0	136
Benadryl Caps 50mg	95	0	100
Benadryl Caps 25mg	75	0	81
Centrax Caps 10mg	0	0	198
Dilantin Caps 100mg	11	27	28
Eryc Caps 250mg	93	142	78
Meclomen Caps 100mg	0	164	0
Nitrostat Tabs 0.4mg	80	0	152

Top 200 Ranked by Manufacturer

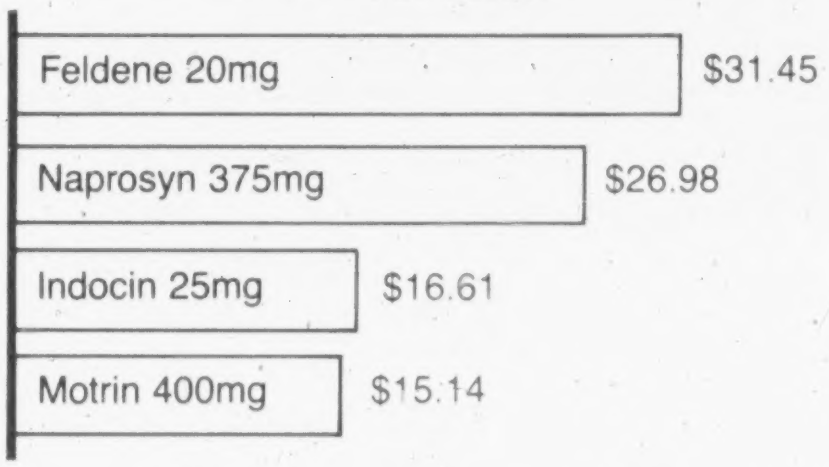
	Number Of Rxs	$ Volume	$ Margin
U.D. Procan Sr Tabs 500mg	0	103	192
PENNWALT			
Ionamine-30 Caps	190	177	135
PFIZER LABS			
Diabinese Tabs 250mg	17	6	27
Minipres Caps 5mg	0	156	0
Minipres Caps 2mg	163	94	142
Minipres Caps 1mg	81	77	79
Procardia Caps 10mg	29	10	21
U.D. Feldene 20mg Caps	19	3	9
Vibramycin Caps 100m	145	64	109
Vibratabs 100mg	151	71	114
REED & CARNRICK			
Kwell Shampoo 60ml	196	0	183
RIKER			
Norgesic Forte Tabs	150	0	133
Norgesic Tabs	172	0	0
ROCHE			
Accutane Caps 40mg	0	69	194
Bactrim DS Tabs 28pk.	31	33	26
Bactrim Pediatric susp.	173	0	160
Dalmane Caps 15mg	83	151	74
Dalmane Caps 30mg	26	47	22
Limbitrol 10/25 Caps	0	176	0
Librax Caps	72	67	83
Librium Caps 10mg	127	146	146
Valium Tabs 5mg	4	4	5
Valium Tabs 10mg	43	25	34
Valium Tabs 2mg	69	121	85
ROERIG, J. B. & CO.			
Antivert Tabs 12.5mg	165	0	175
Antivert Tabs 25mg	143	152	130
Atarax Tabs 25mg	170	143	150
SANDOZ			
Fiorinal Caps	0	0	185
Fiorinal Tabs w/Codeine 30mg	86	115	60
Fiorinal Tabs	74	134	61
Hydergine Oral Tabs 1mg	168	72	127
Mellaril Tabs 100mg	0	198	0
Mellaril Tabs 25mg	130	112	143
Mellaril Tabs 50mg	0	160	0
Parlodel Tabs 2.5mg	0	166	0
Tavist-D Tabs	131	0	199
SCHERING			
Lotrimin Cream 1% 90gm	119	170	107
Proventil Inhaler	89	101	75
Trinalin Tabs	102	130	84
Valisone Cream 0.1% 45gm	102	130	84
Vanceril Inhaler	0	196	0
SEARLE LABS			
Aldactazide Tabs	87	58	96
Aldactone Tabs 25mg	0	173	0
Calan Tabs 80mg	0	183	0
Demulin Triopak	153	159	0
Flagyl Tabs 250mg	0	167	0
Lomotil Tabs 2.5mg	73	95	56
Norpace Caps 100mg	0	155	0
Norpace Caps 150mg	0	148	0
SKF			
Combid Spansules	0	186	184
Dyazide Caps	1	2	1
Ornade Spansules	122	157	126
Tagamet Tabs 200mg	0	120	187
Tagamet Tabs 300mg	3	1	3
Tuss Orande Spansules	167	0	163
SQUIBB PHARMACEUTICAL			
Capoten Tabs 25mg	184	99	156
Corgard Tabs 40mg 28pk.	59	31	55
Corgard Tabs 80mg 28pk.	0	111	0
Mycolog Cream 5gm	128	125	122
Sumycin Caps 250mg	193	0	0
STUART PHARMACEUTICALS			
Nolvadex Tabs-10mg	0	82	0
Stuartnatal 1 + 1 Tabs	183	0	181
Tenormin Tabs 50mg	23	11	10
Tenormin Tabs 10mg	0	128	10
SYNTEX LABORATORIES			
Anaprox Tabs 275mg	112	80	73
Naprosyn Tabs 250mg	62	23	47
Naprosyn Tabs 375mg	49	20	30
Naprosyn Tabs 500mg	182	55	121
Norinyl 1/50 21 Day refill	0	133	0
Norinyl Tabs 1/50 21 ref	104	133	0
UPJOHN CO.			
E-Mycin Tabs 333mg	78	119	71
E-Mycin Tabs 250mg	84	139	91
Halcion Tabs 0.5mg	0	0	174
Orinase Tablets 500mg	134	117	179
Provera Tabs 10mg	107	128	87
Motrin Tabs 600mg	15	8	11
Motrin Tabs 400mg	13	12	13
Tolinase Tabs 250mg	114	51	118
Tolinase Tabs 500mg	0	163	0
Medrol 4mg 21 Day Dosepak	157	185	134
Xanax Tabs 0.5mg	94	78	11
Xanax Tabs 0.25	0	0	188
USV			
Hygroton Tabs 25mg	194	0	186
Hygroton Tabs 50mg	70	85	77
WALLACE			
Soma Tabs 350mg	0	191	189
WINTHROP			
Danocrine Caps 200mg	0	165	0
Talwin Nx Tabs	160	141	0
WYETH			
Ativan Tabs 1mg	25	24	18
Ativan Tabs 2mg	0	84	104
Equagesic Tabs	0	0	196
Lo-Ovral Tabs 21pk.	24	30	0
Nordette Tabs 21 Day pk.	179	0	0
Omnipen Caps 250mg	90	0	98
Omnipen Caps 500mg	105	194	108
Ovral Tabs 28 Day	142	174	0
Ovral Tabs 21 Day 3pk.	46	65	0
Pen Vee K Tabs 250mg	99	0	108
Pen Vee K 500mg	0	0	200
Phenergan Expt. w/Codeine	88	0	88
Phenergan VC Exp. w/Codeine	156	0	162
Serax Caps 15mg	0	179	177

Dispensing Profiles/Antiarthritics

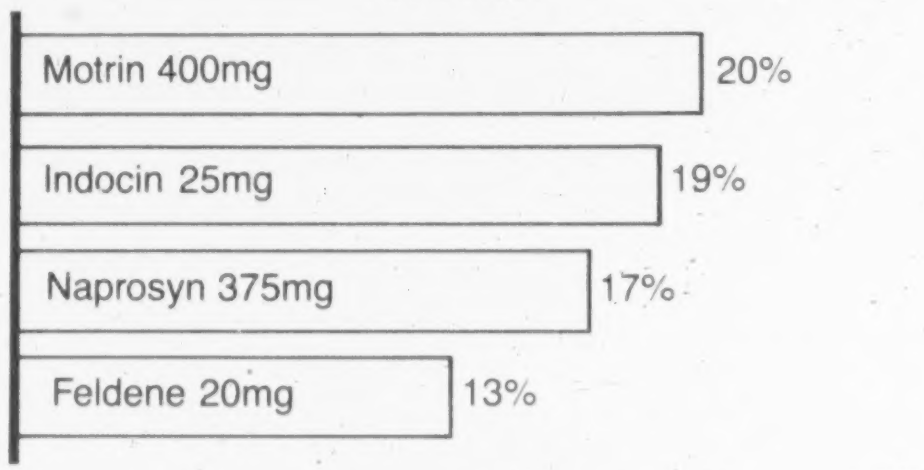
Feldene Caps 20mg U.D. Pfizer—Avg. Rx #28 $31.45 Avg. % Gross Margin 13%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	8.97	12.37	0.40	7.33	2.15	56.00	4.41	4.28	3.93	0.12	**100.00**
Avg. Refill % by Qty. Disp.	41.67	50.81	63.04	48.63	52.85	61.32	58.61	55.92	54.22	35.71	56.49
Average GM %	26.85	20.76	18.97	18.44	17.87	12.66	10.41	9.72	6.99	13.71	13.35
Contribution of Quantity to GM*	2.41	2.57	0.08	1.35	0.38	7.09	0.46	0.42	0.27	0.02	**13.36**

Average Retail Price Per Script



% Gross Margin Per Script



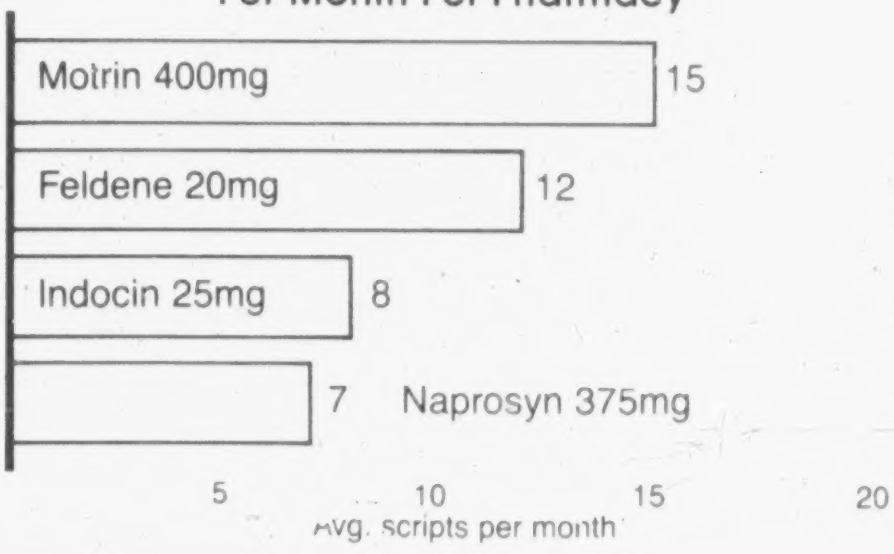
Flexeril 10mg Tabs MSD—Avg. Rx #32 $16.73 Avg. % Gross Margin 27%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	6.59	9.45	0.86	10.24	9.95	39.07	1.97	11.03	10.59	0.21	**100.00**
Avg. Refill % by Qty. Disp.	21.73	13.97	13.21	19.40	18.49	26.61	30.58	36.34	44.46	69.23	26.56
Average GM %	46.21	41.13	35.82	36.10	34.04	28.96	24.18	22.61	16.77	12.30	27.19
Contribution of Quantity to GM*	3.05	3.89	0.31	3.70	3.39	11.32	0.48	2.50	1.78	0.03	**27.20**

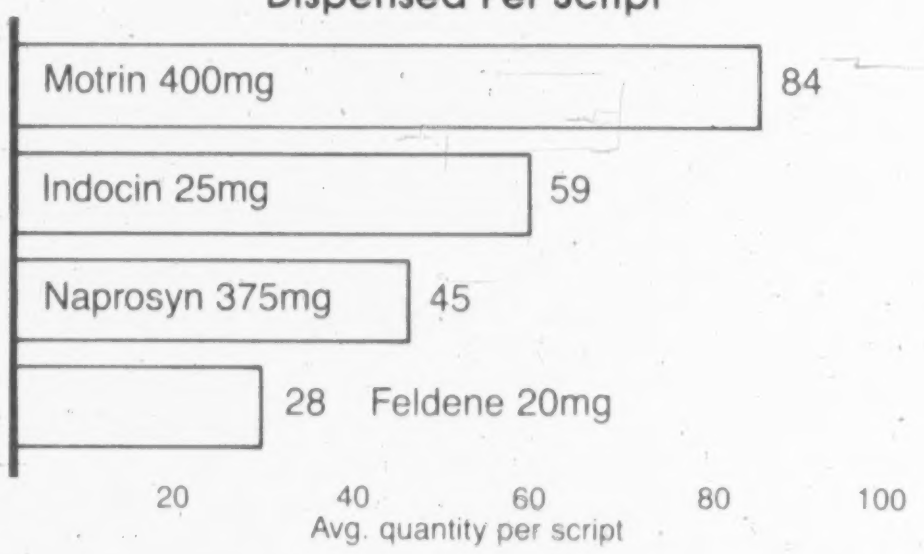
Indocin Caps 25mg MSD—Avg. Rx #59 $16.61 Avg. % Gross Margin 19%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	2.22	3.03	0.36	3.93	4.21	22.31	2.05	18.88	39.94	3.01	**100.00**
Avg. Refill % by Qty. Disp.	37.28	26.96	35.71	24.41	19.06	36.30	60.90	50.24	64.51	66.38	50.16
Average GM %	51.99	46.00	30.23	40.46	40.51	32.83	30.57	22.81	13.66	10.92	19.54
Contribution of Quantity to GM*	1.16	1.39	0.11	1.59	1.71	7.33	0.63	4.31	5.46	0.33	**19.54**

Average Scripts Per Month Per Pharmacy



Average Quantity Dispensed Per Script



Motrin Tabs 400mg Upjohn—Avg. Rx #84 $15.14 Avg. % Gross Margin 20%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	3.72	3.01	0.45	8.02	3.57	19.07	1.27	18.35	36.25	6.25	**100.00**
Avg. Refill % by Qty. Disp.	19.16	21.67	39.34	19.74	27.86	34.11	50.88	42.63	60.71	64.92	45.17
Average GM %	53.78	47.13	43.01	41.41	39.91	34.30	32.71	23.90	14.59	10.59	20.45
Contribution of Quantity to GM*	2.01	1.42	0.19	3.32	1.43	6.54	0.42	4.39	5.29	0.66	**20.45**

*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Dispensing Profiles/Antihypertensives

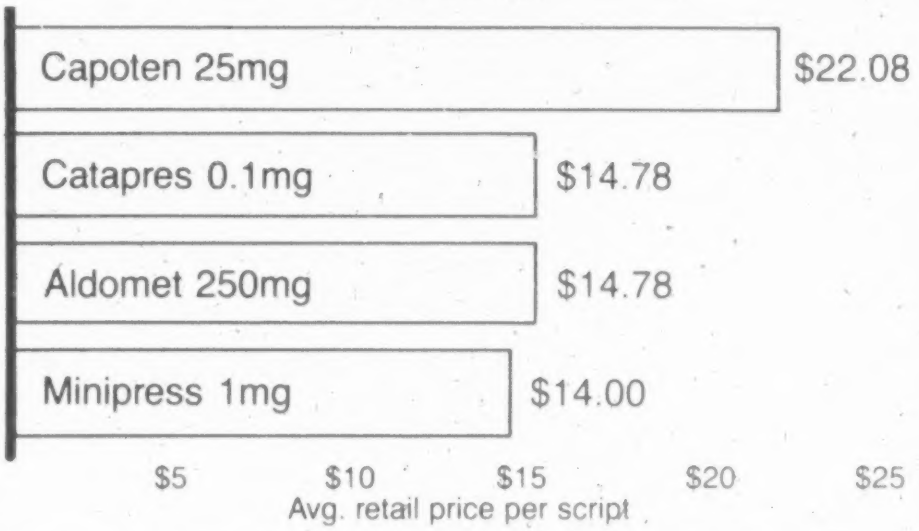
Aldomet Tabs 250mg MSD—Avg. Rx #82 $14.78 Avg. % Gross Margin 18%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.65	0.80	0.15	0.66	0.17	8.94	1.49	7.57	70.77	8.76	**100.00**
Avg. Refill % by Qty. Disp.	70.00	71.54	91.30	63.37	65.38	67.82	74.12	76.15	71.03	71.66	71.20
Average GM %	53.64	49.65	45.45	44.35	46.71	38.97	37.80	25.19	16.00	11.29	17.19
Contribution of Quantity to GM*	0.35	0.40	0.07	0.29	0.08	3.48	0.57	1.91	11.32	0.99	**17.20**

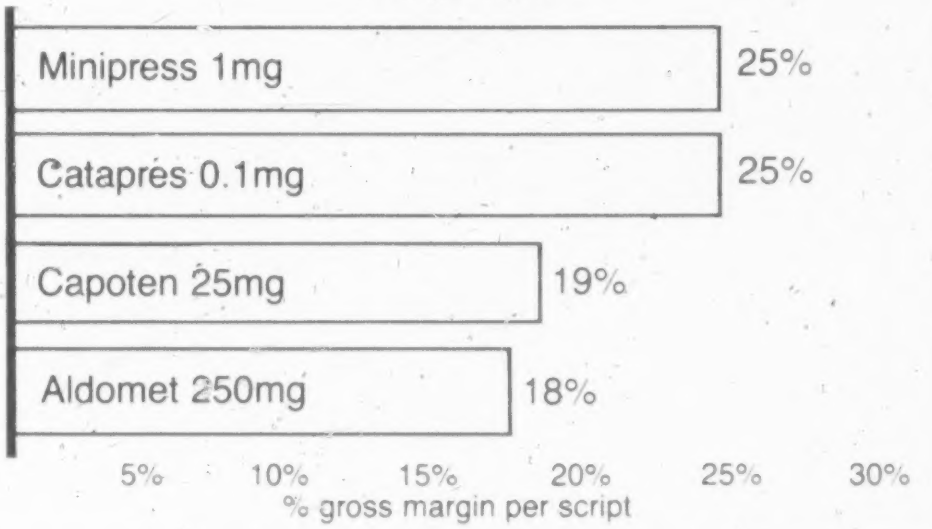
Capoten Tabs 25mg Squibb—Avg. Rx #68 $22.08 Avg. % Gross Margin 19%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.55	1.55	0.15	1.11	1.23	12.84	1.59	15.23	59.86	4.85	**100.00**
Avg. Refill % by Qty. Disp.	48.72	69.23	50.00	57.14	61.29	63.47	67.50	69.71	69.77	63.11	67.98
Average GM %	54.56	45.74	47.62	34.85	33.38	34.95	29.56	25.16	17.23	10.49	19.10
Contribution of Quantity to GM*	0.85	0.71	0.08	0.39	0.41	4.49	0.47	3.83	10.31	0.51	**19.10**

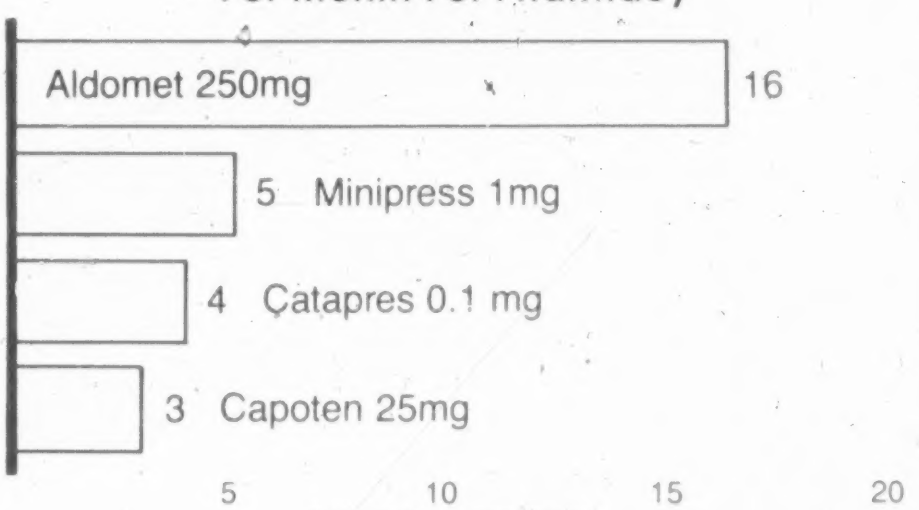
Average Retail Price Per Script



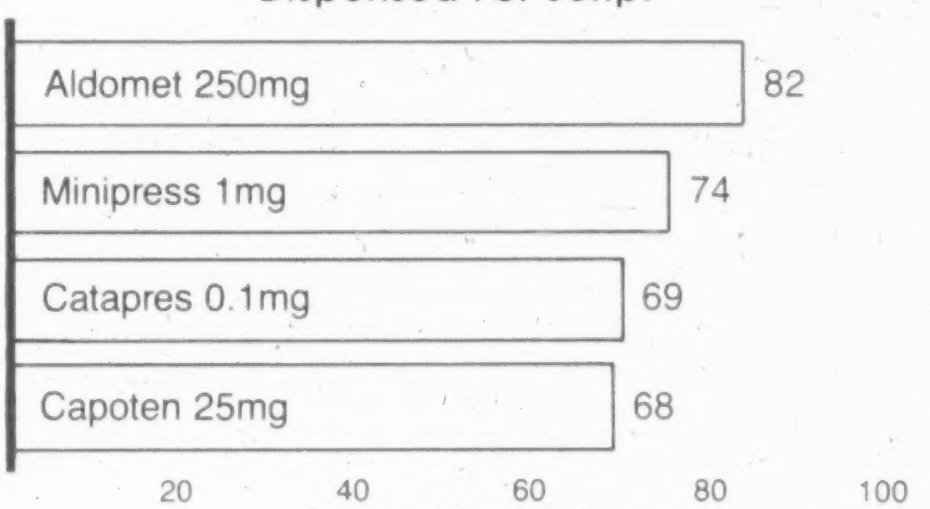
% Gross Margin Per Script



Average Scripts Per Month Per Pharmacy



Average Quantity Dispensed Per Script



Catapres Tabs 0.1mg Boehringer—Avg. Rx #69 $14.78 Avg. % Gross Margin 25%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.38	1.25	0.13	1.04	0.41	18.42	2.82	8.99	60.74	4.78	**100.00**
Avg. Refill % by Qty. Disp.	41.51	41.67	100.00	50.00	68.75	62.70	69.44	74.13	69.58	74.86	68.06
Average GM %	49.54	55.09	51.03	50.18	41.87	41.16	39.70	31.38	23.13	15.37	25.46
Contribution of Quantity to GM*	0.69	0.69	0.07	0.53	0.18	7.59	1.12	2.82	14.06	0.74	**25.47**

Minipress Caps 1mg Pfizer—Avg. Rx #74 $14.00 Avg. % Gross Margin 25%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.11	1.03	0.02	0.90	1.05	12.43	1.20	10.26	66.52	5.44	**100.00**
Avg. Refill % by Qty. Disp.	40.38	35.42	0.00	45.24	65.31	62.63	75.00	73.17	70.18	70.75	68.65
Average GM %	61.17	54.46	55.25	49.82	37.83	42.40	41.06	34.63	23.62	16.43	25.38
Contribution of Quantity to GM*	0.69	0.56	0.01	0.45	0.40	5.28	0.49	3.55	15.71	0.89	**25.39**

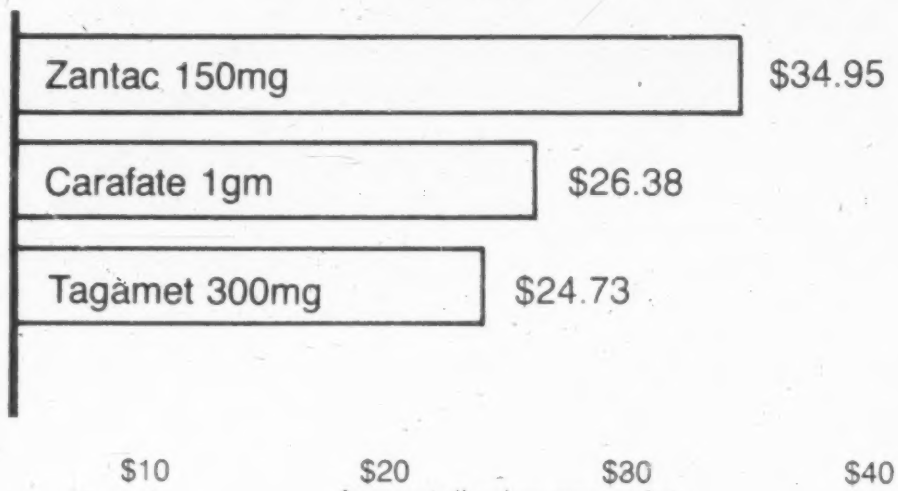
*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Dispensing Profiles/Antiulcer Treatments

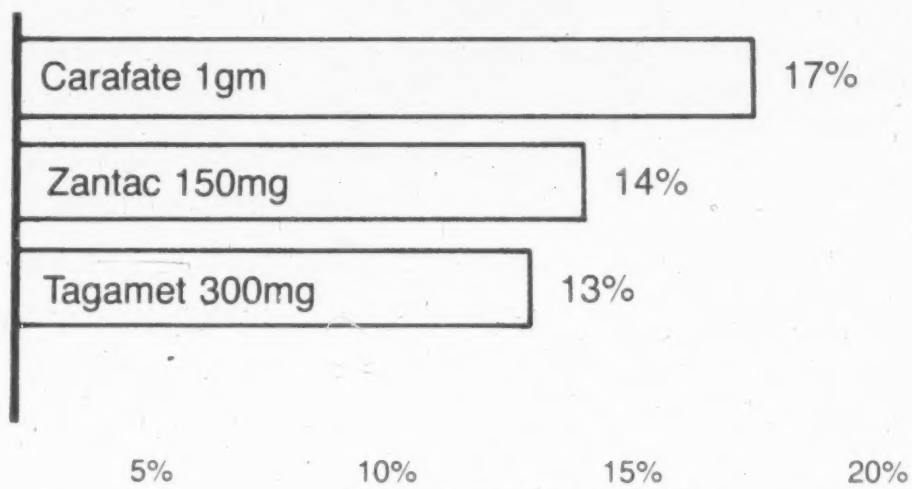
Carafate Tabs 1mg Marion—Avg. Rx #63 $26.38 Avg. % Gross Margin 17%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.35	0.83	0.38	1.80	0.64	10.28	1.15	19.87	51.83	11.83	**100.00**
Avg. Refill % by Qty. Disp.	47.62	76.92	100.00	60.71	70.00	56.88	55.56	56.31	53.35	53.80	54.92
Average GM %	38.76	35.15	40.10	41.63	37.99	31.08	30.17	23.42	15.70	11.78	17.23
Contribution of Quantity to GM*	0.52	0.30	0.16	0.75	0.24	3.20	0.35	4.65	8.14	1.39	**17.24**

Average Retail Price Per Script



% Gross Margin Per Script



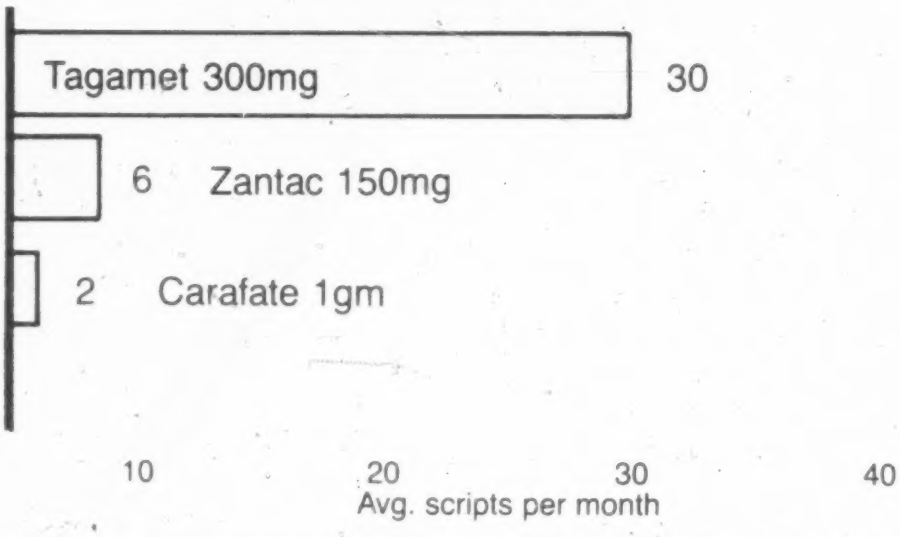
Tagamet Tabs 300mg SKF—Avg. Rx #72 $24.73 Avg. % Gross Margin 13%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	1.38	0.74	0.10	1.34	1.01	13.03	1.41	19.65	53.18	8.11	**100.00**
Avg. Refill % by Qty. Disp.	61.99	67.77	58.62	51.05	59.52	58.30	62.69	60.33	61.10	56.26	60.12
Average GM %	38.62	36.22	37.94	34.42	31.70	27.17	25.17	18.32	11.31	9.28	13.45
Contribution of Quantity to GM*	0.53	0.27	0.04	0.46	0.32	3.54	0.36	3.60	6.02	0.75	**13.46**

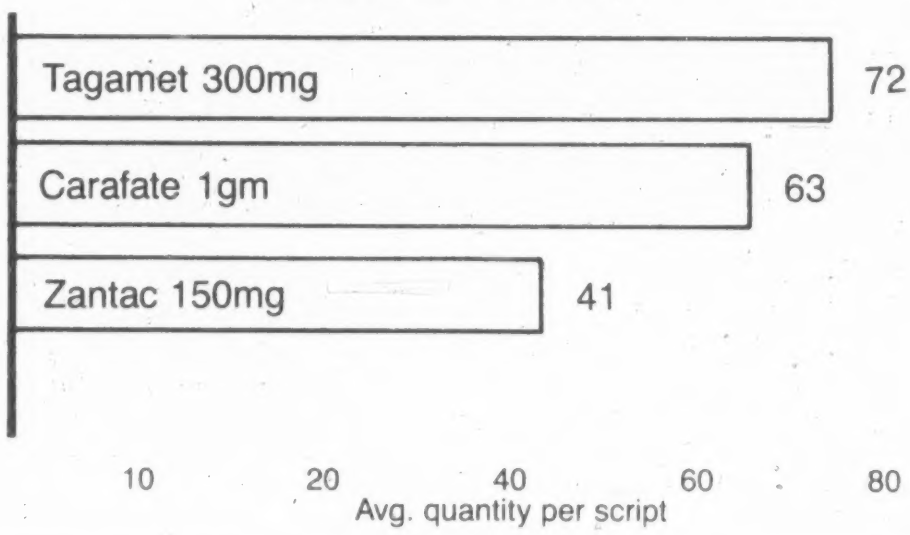
Zantac Tabs 150mg Glaxo—Avg. Rx #41 $34.95 Avg. % Gross Margin 14%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	4.02	7.15	0.35	8.06	1.92	29.78	1.13	11.39	35.92	0.23	**100.00**
Avg. Refill % by Qty. Disp.	45.98	44.72	45.00	34.74	44.86	38.56	46.03	32.02	30.97	46.15	35.77
Average GM %	32.61	26.36	24.29	21.49	21.24	17.60	16.65	13.42	10.51	7.63	13.90
Contribution of Quantity to GM*	1.31	1.88	0.09	1.73	0.41	5.24	0.19	1.53	3.78	0.02	**13.90**

Average Scripts Per Month Per Pharmacy



Average Quantity Dispensed Per Script



*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Dispensing Profiles/Beta Adrenergic Blockers

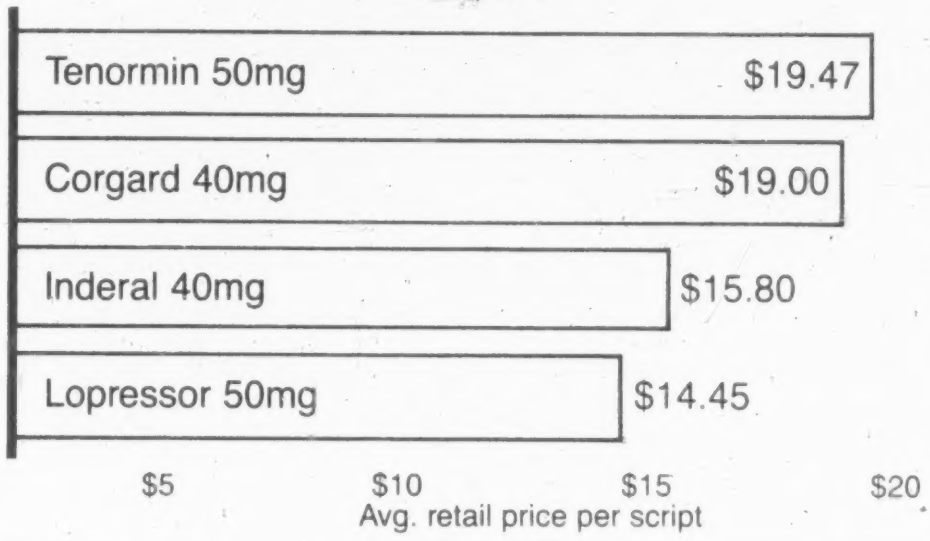
Corgard Tabs 40mg Squibb—Avg. Rx #49 $19.07 Avg. % Gross Margin 19%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	2.08	3.40	0.52	1.27	0.61	39.60	7.22	14.21	30.28	0.76	**100.00**
Avg. Refill % by Qty. Disp.	68.07	69.74	83.33	52 05	68.57	71.21	75.30	73.06	67.03	65.91	70.15
Average GM %	45.46	41.61	40.22	34.82	32.10	27.34	23.62	18.99	12.65	11.34	18.87
Contribution of Quantity to GM*	0.95	1.42	0.21	0.45	0.20	10.83	1.71	2.70	3.83	0.09	**18.88**

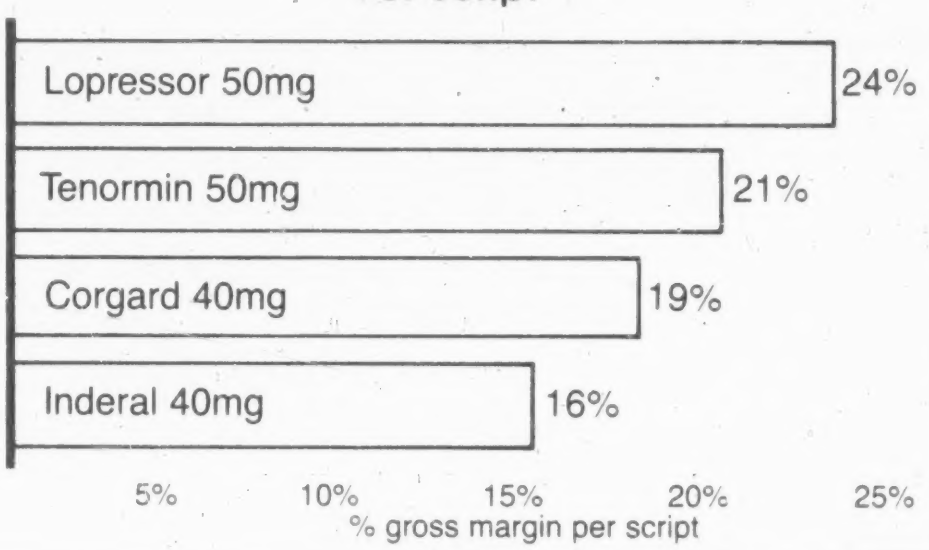
Inderal Tabs 40mg Ayerst—Avg. Rx #95 $15.80 Avg. % Gross Margin 16%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.72	0.59	0.09	0.51	0.36	3.58	0.41	6.68	71.42	15.59	**100.00**
Avg. Refill % by Qty. Disp.	69.37	69.23	71.43	62.03	78.57	68.12	78.13	75.49	77.87	76.46	76.94
Average GM %	51.98	48.67	38.39	49.72	41.00	39.20	38.73	25.49	15.53	11.05	15.39
Contribution of Quantity to GM*	0.38	0.29	0.03	0.26	0.15	1.41	0.16	1.71	11.09	1.72	**15.39**

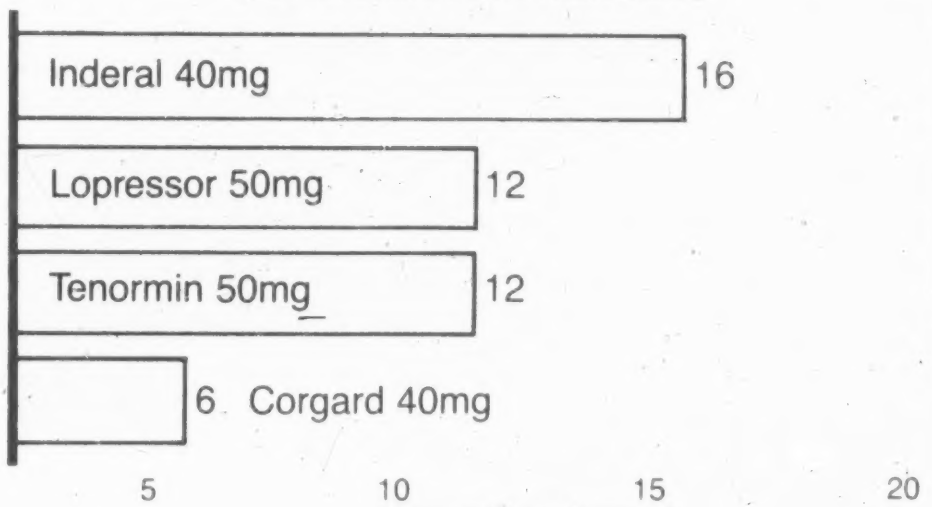
Average Retail Price Per Script



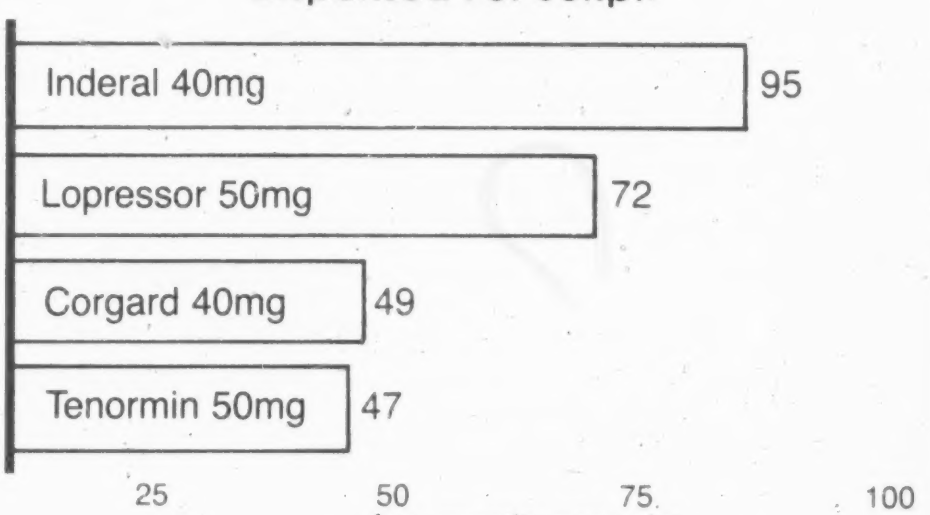
% Gross Margin Per Script



Average Scripts Per Month Per Pharmacy



Average Quantity Dispensed Per Script



Lopressor Tabs 50mg Geigy—Avg. Rx #72 $14.45 Avg. % Gross Margin 24%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	0.72	0.93	0.21	0.68	0.31	13.70	1.89	10.09	67.26	4.17	**100.00**
Avg. Refill % by Qty. Disp.	69.23	63.37	86.96	67.57	76.47	70.57	67.16	75.57	75.62	73.11	74.47
Average GM %	50.83	52.71	48.62	48.12	45.25	41.04	39.83	31.95	22.16	15.88	24.18
Contribution of Quantity to GM*	0.37	0.50	0.10	0.33	0.14	5.62	0.75	3.22	14.91	0.66	**24.19**

Tenormin Tabs 50mg Stuart—Avg. Rx #47 $19.44 Avg. % Gross Margin 21%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% of ℞ Dispensed	2.02	2.55	0.22	1.32	0.33	44.04	7.66	14.78	26.55	0.48	**100.00**
Avg. Refill % by Qty. Disp.	63.18	63.31	75.00	59.72	77.78	71.37	74.55	72.93	63.76	67.92	69.31
Average GM %	45.99	41.72	39.12	35.71	34.31	28.34	24.10	21.20	15.14	13.69	21.29
Contribution of Quantity to GM*	0.93	1.07	0.09	0.47	0.11	12.49	1.85	3.14	4.02	0.07	**21.30**

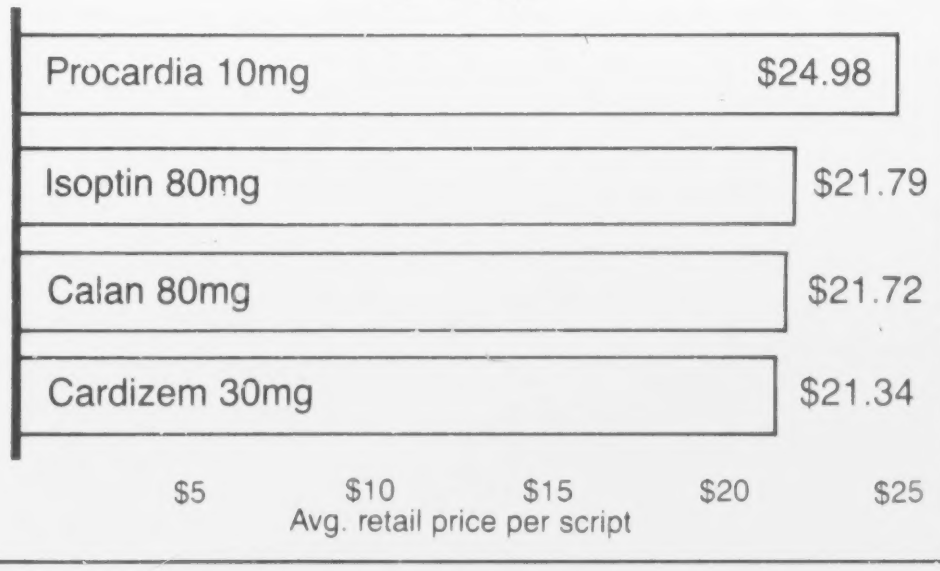
*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Dispensing Profiles/Calcium Channel Blockers

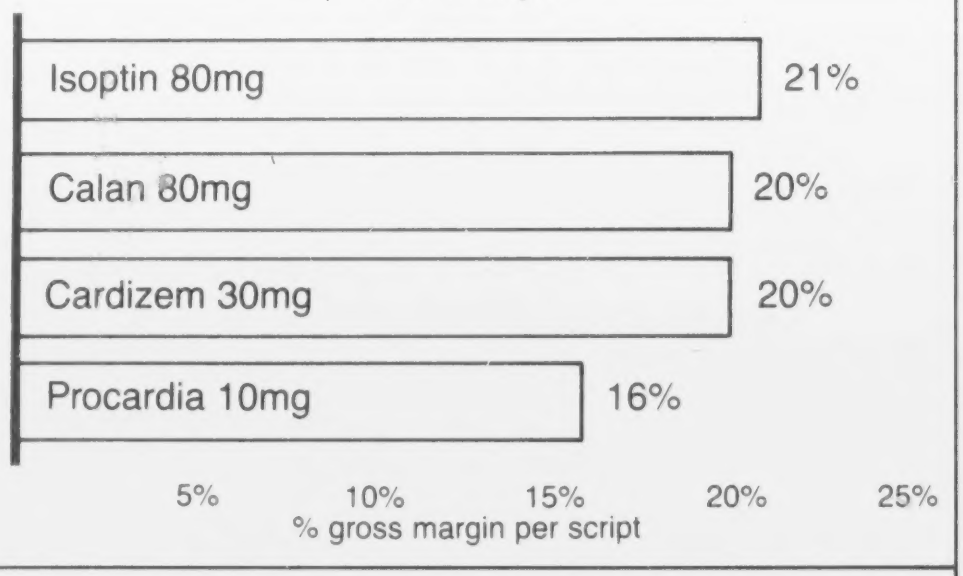
Calan Tabs 80mg Searle—Avg. Rx #91 $21.72 Avg. % Gross Margin 20%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	0.44	0.44	0.19	0.57	0.95	5.75	0.95	9.39	74.93	6.32	**100.00**
Avg. Refill % by Qty. Disp.	28.57	57.14	100.00	77.78	73.33	61.11	80.00	68.71	73.04	63.64	71.23
Average GM %	54.21	43.62	47.11	46.40	39.10	36.22	35.04	29.17	19.45	13.58	20.09
Contribution of Quantity to GM*	0.24	0.20	0.09	0.27	0.38	2.08	0.34	2.74	14.58	0.86	**20.09**

Average Retail Price Per Script



% Gross Margin Per Script



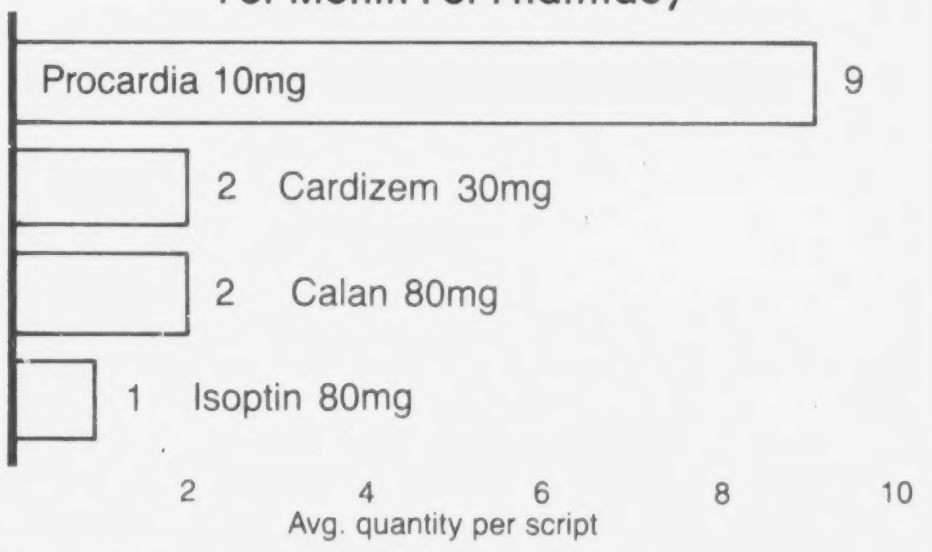
Cardizem Tabs 30mg Marion—Avg. Rx #93 $21.34 Avg. % Gross Margin 20%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	1.08	0.43	0.00	0.64	0.37	6.55	0.43	9.69	69.24	11.53	**100.00**
Avg. Refill % by Qty. Disp.	40.00	0.00	0.00	41.67	57.14	56.20	37.50	67.04	65.05	63.38	63.62
Average GM %	42.92	56.09	0.00	47.95	44.57	37.84	35.80	28.51	19.37	14.56	19.92
Contribution of Quantity to GM*	0.46	0.24	0.00	0.31	0.17	2.48	0.15	2.76	13.41	1.68	**19.93**

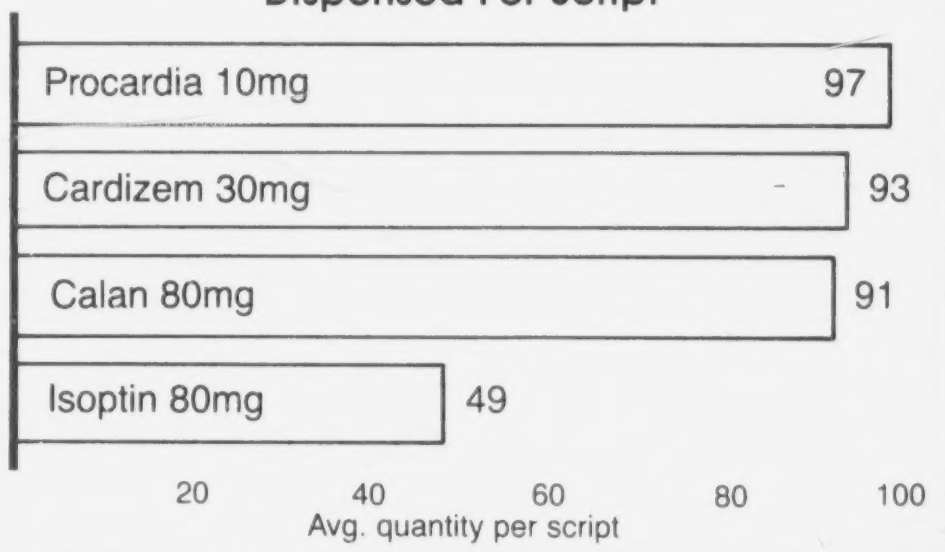
Isoptin Tabs 80mg Knoll—Avg. Rx #49 $21.79 Avg. % Gross Margin 21%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	0.25	0.43	0.25	0.77	0.77	4.81	0.60	10.92	75.47	5.67	**100.00**
Avg. Refill % by Qty. Disp.	66.67	100.00	33.33	44.44	66.67	64.29	85.71	77.95	72.41	78.79	72.81
Average GM %	36.51	41.13	58.27	51.79	42.80	37.05	35.99	30.13	20.13	14.63	20.99
Contribution of Quantity to GM*	0.09	0.18	0.15	0.40	0.33	1.79	0.22	3.29	15.20	0.83	**20.99**

Average Scripts Per Month Per Pharmacy



Average Quantity Dispensed Per Script



Procardia Caps 10mg Pfizer—Avg. Rx #97 $24.98 Avg. % Gross Margin 16%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	0.53	0.48	0.06	0.36	0.38	4.17	0.37	8.38	73.01	12.20	**100.00**
Avg. Refill % by Qty. Disp.	64.58	65.91	66.67	51.52	28.57	61.64	61.76	70.62	74.39	71.04	72.73
Average GM %	50.69	43.56	45.61	45.44	36.80	35.37	30.90	26.95	15.93	10.49	15.80
Contribution of Quantity to GM*	0.27	0.21	0.03	0.16	0.14	1.48	0.12	2.26	11.64	1.28	**15.81**

*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Dispensing Profiles/Codeine Containing Analgesics

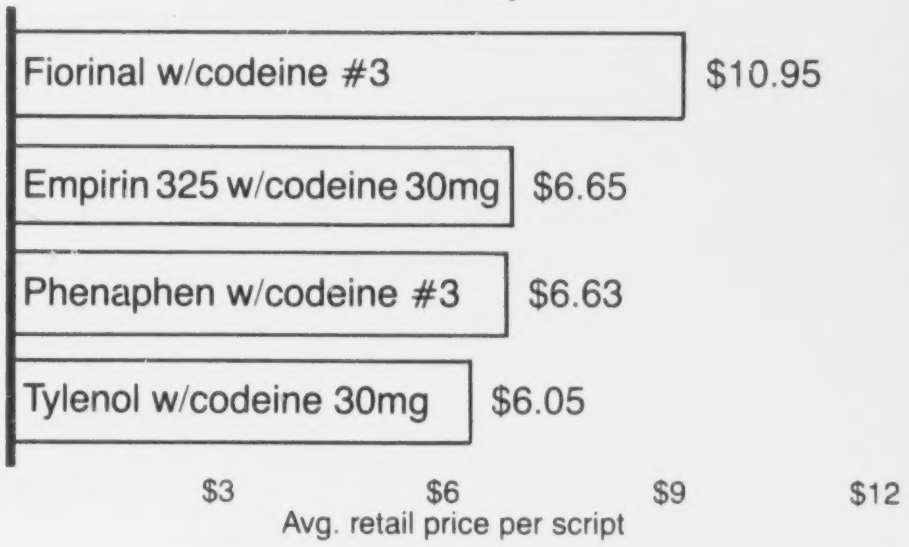
Empirin 325mg w/Codeine 30mg BW—Avg. Rx #27 $6.65 Avg. % Gross Margin 53%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	20.66	9.53	2.48	15.11	6.40	24.88	2.20	10.04	7.99	0.66	**100.00**
Avg. Refill % by Qty. Disp.	7.82	10.09	12.92	13.46	19.35	33.54	31.65	44.11	56.27	45.83	24.45
Average GM %	73.01	66.74	63.59	62.04	57.97	53.52	50.96	43.84	31.59	19.38	52.84
Contribution of Quantity to GM*	15.09	6.36	1.58	9.38	3.72	13.32	1.12	4.41	2.53	0.13	**52.84**

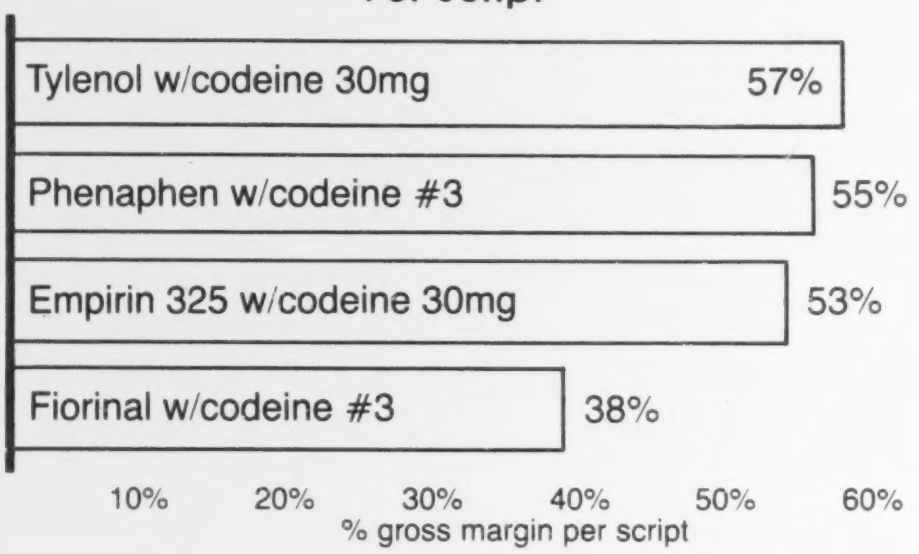
Fiorinal w/Codeine #3 Sandoz—Avg. Rx #30 $10.95 Avg. % Gross Margin 38%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	16.77	10.13	2.37	15.31	8.22	23.52	3.54	12.55	7.20	0.34	**100.00**
Avg. Refill % by Qty. Disp.	15.95	15.67	20.18	23.58	28.31	33.58	39.26	43.85	44.41	25.00	28.76
Average GM %	57.31	51.46	48.40	45.85	43.92	39.07	34.56	30.49	21.09	18.96	38.09
Contribution of Quantity to GM*	9.62	5.22	1.15	7.03	3.61	9.19	1.23	3.83	1.52	0.07	**38.10**

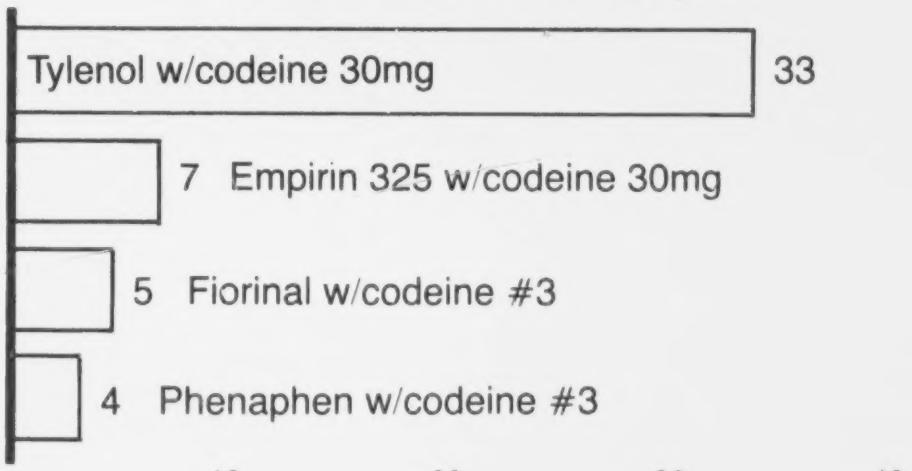
Average Retail Price Per Script



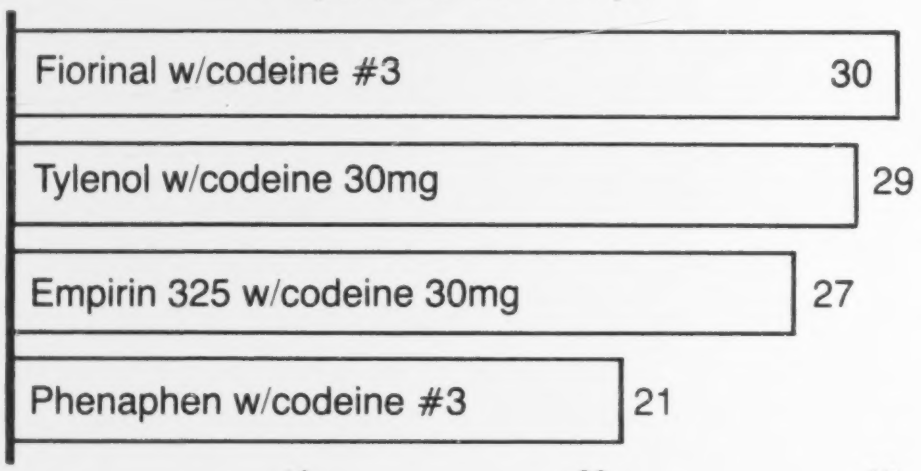
% Gross Margin Per Script



Average Scripts Per Month Per Pharmacy



Average Quantity Dispensed Per Script



Phenaphen w/Codeine Robins—Avg. Rx #21 $6.63 Avg. % Gross Margin 55%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	27.13	12.84	2.91	13.40	7.24	17.50	2.94	9.34	6.30	0.35	**100.00**
Avg. Refill % by Qty. Disp.	6.41	8.49	15.15	13.85	21.95	25.42	38.00	40.38	48.60	75.00	19.39
Average GM %	72.37	67.01	62.59	61.60	57.98	53.19	50.14	43.19	31.45	28.50	55.11
Contribution of Quantity to GM*	19.64	8.61	1.83	8.26	4.20	9.31	1.48	4.03	1.98	0.10	**55.12**

Tylenol w/Codeine Tabs 30mg McNeil—Avg. Rx #29 $6.05 Avg. % Gross Margin 57%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	18.07	10.83	2.06	17.65	6.26	24.95	2.14	10.47	7.10	0.41	**100.00**
Avg. Refill % by Qty. Disp.	6.83	9.80	14.29	12.34	21.55	26.24	33.93	40.18	48.98	48.44	21.25
Average GM %	75.60	69.73	66.74	64.46	61.47	56.71	53.31	47.53	34.83	25.01	56.91
Contribution of Quantity to GM*	13.67	7.55	1.38	11.38	3.85	14.16	1.15	4.98	2.48	0.10	**56.92**

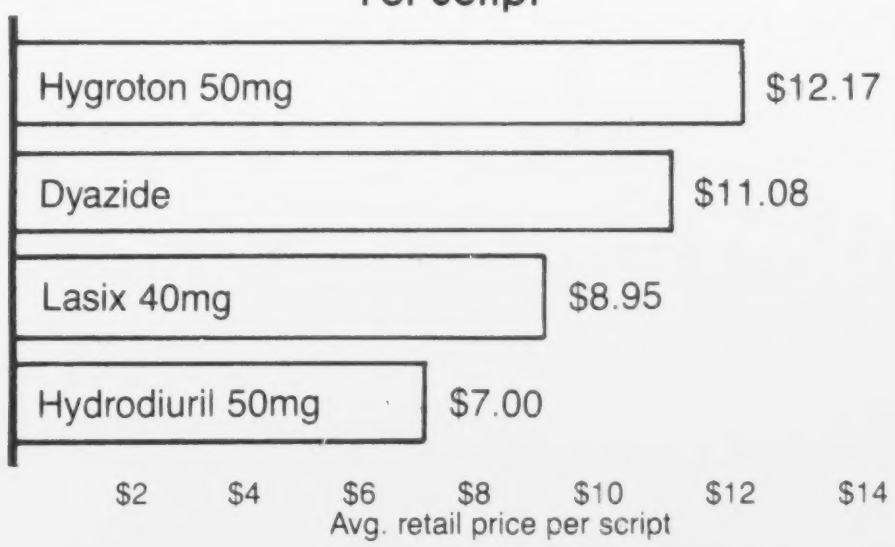
*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Dispensing Profiles/Diuretics

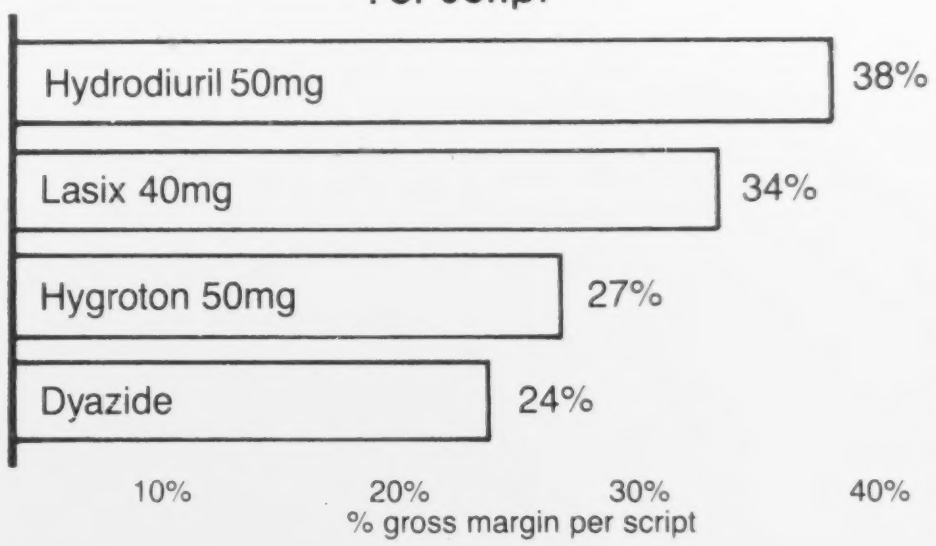
Dyazide Caps SKF—Avg. Rx #60 $11.08 Avg. % Gross Margin 24%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	1.16	1.55	0.15	1.02	0.56	30.44	5.05	10.87	47.16	1.98	**100.00**
Avg. Refill % by Qty. Disp.	53.07	64.20	76.71	53.91	66.15	68.94	74.28	74.24	70.93	70.21	70.33
Average GM %	62.18	54.92	52.80	48.59	46.99	40.74	40.40	27.80	17.09	11.69	23.96
Contribution of Quantity to GM*	0.73	0.85	0.08	0.50	0.26	12.41	2.04	3.03	8.06	0.23	**23.97**

Average Retail Price Per Script



% Gross Margin Per Script



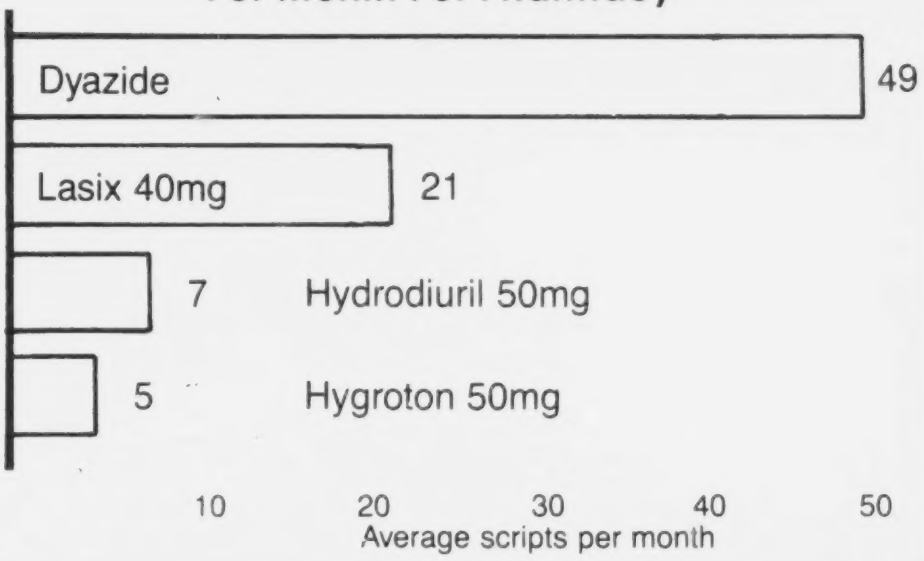
Hydrodiuril Tabs 50mg MSD—Avg. Rx #58 $7.00 Avg. % Gross Margin 38%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	1.13	1.05	0.24	1.36	0.87	31.58	5.37	13.93	43.12	1.30	**100.00**
Avg. Refill % by Qty. Disp.	50.00	66.67	75.00	62.92	78.95	72.89	80.34	77.03	72.65	65.88	73.27
Average GM %	74.15	68.53	64.40	61.43	59.86	54.78	54.02	41.59	28.28	20.91	37.57
Contribution of Quantity to GM*	0.84	0.73	0.16	0.84	0.52	17.31	2.91	5.80	12.19	0.27	**37.58**

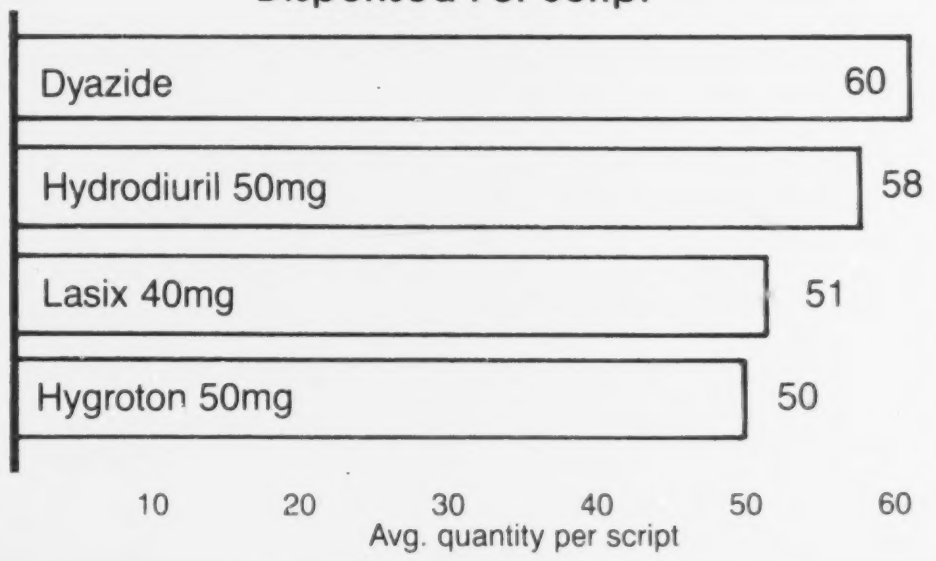
Hygroton Tabs 50mg USV—Avg. Rx #50 $12.17 Avg. % Gross Margin 27%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	3.23	2.23	0.25	1.77	0.39	38.88	6.89	14.79	30.88	0.65	**100.00**
Avg. Refill % by Qty. Disp.	65.85	70.80	53.85	64.44	90.00	71.51	79.08	79.44	68.80	54.55	71.96
Average GM %	61.78	51.39	53.05	46.75	43.19	37.36	35.25	27.39	17.61	10.45	26.40
Contribution of Quantity to GM*	2.00	1.15	0.14	0.83	0.17	14.53	2.43	4.05	5.44	0.07	**26.41**

Average Scripts Per Month Per Pharmacy



Average Quantity Dispensed Per Script



Lasix Tabs 40mg Hoechst—Avg. Rx #51 $8.95 Avg. % Gross Margin 34%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	2.36	3.15	0.29	2.22	1.34	37.71	4.51	12.28	34.25	1.83	**100.00**
Avg. Refill % by Qty. Disp.	45.45	55.54	72.88	58.30	62.45	65.43	69.14	70.64	69.33	77.38	66.83
Average GM %	68.90	60.21	59.26	55.93	52.94	46.41	45.99	35.37	23.88	17.82	33.53
Contribution of Quantity to GM*	1.63	1.90	0.17	1.25	0.71	17.51	2.08	4.35	8.18	0.33	**33.54**

*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Dispensing Profiles/Minor Tranquilizers

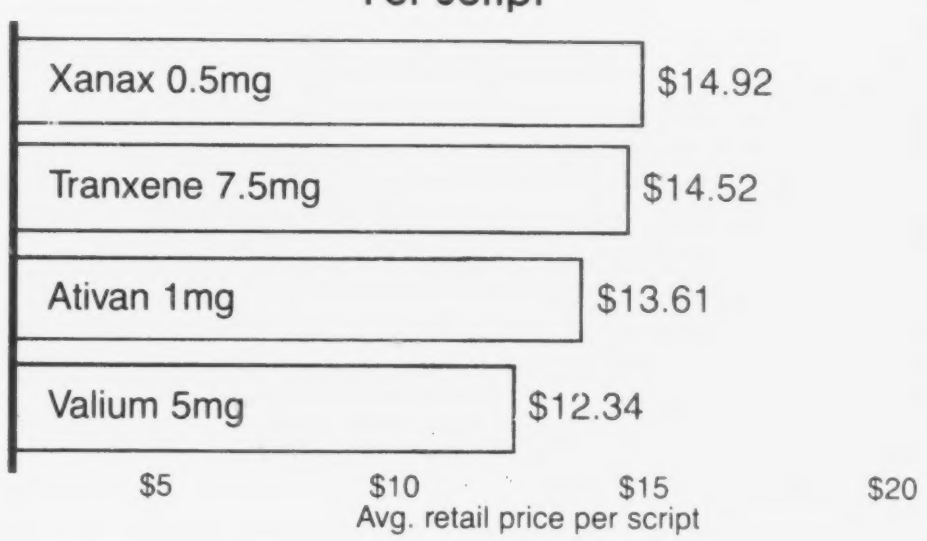
Ativan Tabs 1mg Wyeth—Avg. Rx #50 $13.61 Avg. % Gross Margin 29%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	3.07	2.98	0.16	4.33	2.50	30.53	2.51	20.75	31.85	1.27	**100.00**
Avg. Refill % by Qty. Disp.	32.57	40.00	37.50	29.37	37.50	47.20	48.59	52.78	52.10	56.35	48.37
Average GM %	58.43	51.25	49.21	47.81	45.07	39.10	36.98	30.41	21.01	14.49	28.76
Contribution of Quantity to GM*	1.79	1.53	0.08	2.08	1.13	11.94	0.93	6.31	6.69	0.18	**28.76**

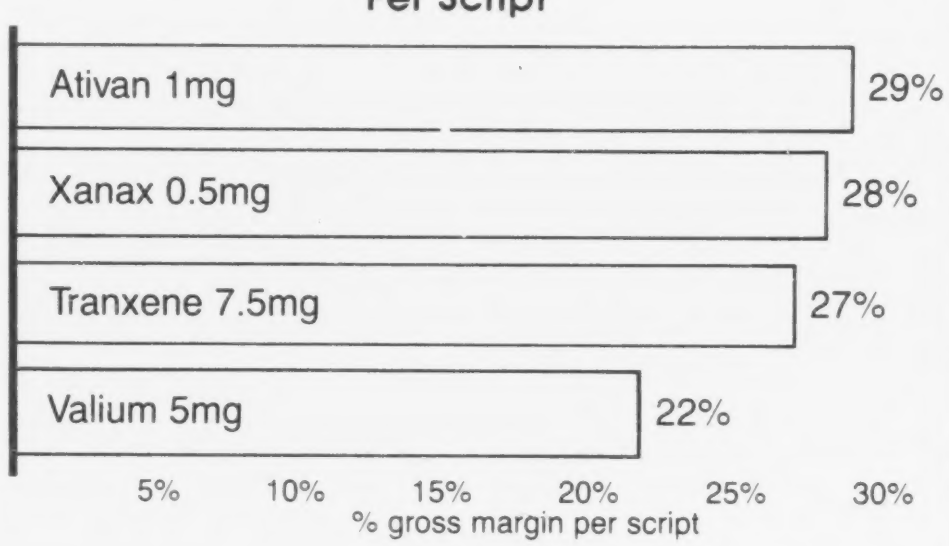
Mellaril Tabs 25mg Sandoz—Avg. Rx #66 $14.59 Avg. % Gross Margin 22%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	3.08	1.86	0.17	0.99	2.79	19.72	2.33	10.31	48.57	10.13	**100.00**
Avg. Refill % by Qty. Disp.	37.74	43.75	33.33	44.12	62.50	58.20	68.75	62.15	61.97	56.90	59.59
Average GM %	58.22	42.73	33.70	52.95	36.03	37.19	34.80	28.51	19.84	13.06	22.16
Contribution of Quantity to GM*	1.80	0.80	0.06	0.52	1.01	7.34	0.81	2.94	9.64	1.33	**22.16**

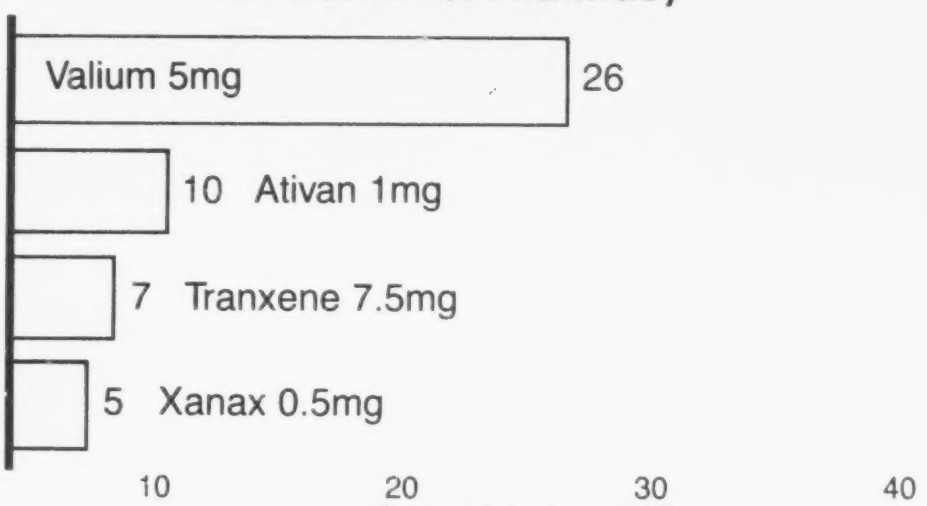
Average Retail Price Per Script



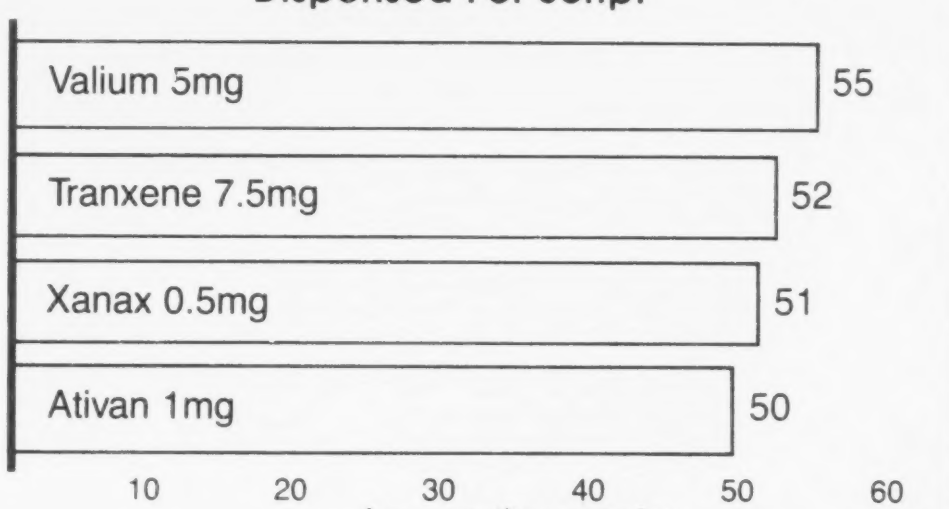
% Gross Margin Per Script



Average Scripts Per Month Per Pharmacy



Average Quantity Dispensed Per Script



Tranxene Caps 7.5mg Abbott—Avg. Rx #52 $14.54 Avg. % Gross Margin 27%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	2.54	2.39	0.18	3.94	2.53	28.29	3.01	21.14	34.32	1.60	**100.00**
Avg. Refill % by Qty. Disp.	31.10	40.91	41.67	32.28	41.72	47.34	52.06	50.84	53.78	56.31	49.26
Average GM %	58.58	50.95	52.50	46.29	45.09	38.14	36.64	28.89	19.60	15.07	26.91
Contribution of Quantity to GM*	1.49	1.22	0.10	1.83	1.14	10.79	1.10	6.11	6.73	0.24	**26.91**

Valium Tabs 5mg Roche—Avg. Rx #55 $12.34 Avg. % Gross Margin 22%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	3.40	1.94	0.18	4.41	2.36	25.15	2.61	22.85	35.24	1.81	**100.00**
Avg. Refill % by Qty. Disp.	20.55	27.02	46.81	26.27	37.54	42.79	48.73	49.36	52.24	58.35	46.15
Average GM %	60.12	50.37	45.11	44.45	42.43	34.94	33.00	24.62	14.56	11.55	22.17
Contribution of Quantity to GM*	2.04	0.98	0.08	1.96	1.00	8.79	0.86	5.63	5.14	0.21	**22.18**

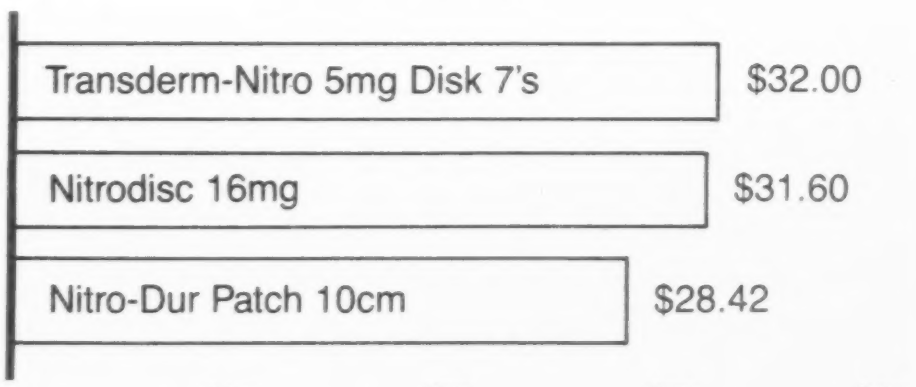
*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Dispensing Profiles/Nitroglycerine Patches

Nitro-Dur Patch 10cm Key Pharmaceutical—$28.42 Avg. % Gross Margin 15%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	2.31	1.83	0.00	0.13	0.04	93.53	0.30	0.08	1.57	0.17	**100.00**
Avg. Refill % by Qty. Disp.	54.72	54.76	0.00	33.33	0.00	66.99	71.43	100.00	50.00	0.00	66.07
Average GM %	55.91	27.51	0.00	16.88	0.00	15.08	15.98	6.21	11.33	12.68	15.55
Contribution of Quantity to GM*	1.29	0.50	0.00	0.02	0.00	14.11	0.05	0.01	0.18	0.02	**15.55**

Average Retail Price Per Script



% Gross Margin Per Script

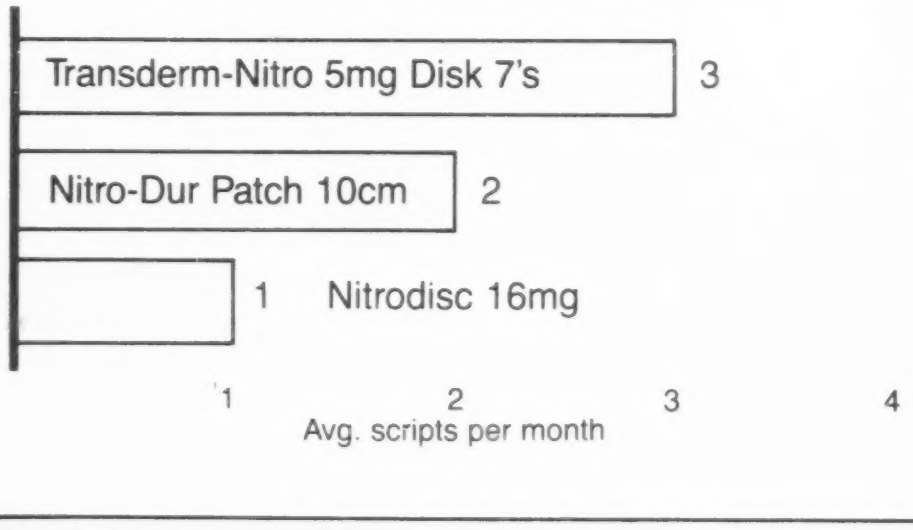
Nitrodisc 16mg Searle—$31.60 Avg. % Gross Margin 15%

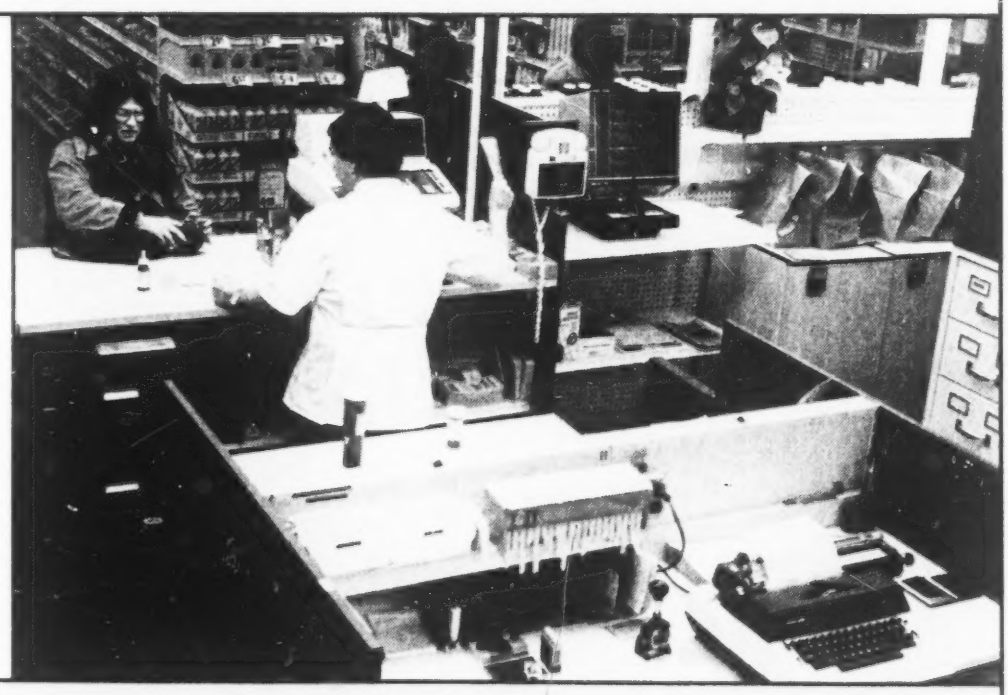
Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	1.96	1.78	0.00	0.00	0.00	95.00	0.00	0.00	1.06	0.17	**100.00**
Avg. Refill % by Qty. Disp.	63.64	60.00	0.00	0.00	0.00	67.54	0.00	0.00	83.33	0.00	67.38
Average GM %	28.85	19.88	0.00	0.00	0.00	15.45	0.00	0.00	12.36	25.82	15.58
Contribution of Quantity to GM*	0.57	0.35	0.00	0.00	0.00	14.68	0.00	0.00	0.13	0.05	**15.58**

Transderm-Nitro 5mg Disk 30 Ciba—7's $32.00 Avg. % Gross Margin 14%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of ℞ Dispensed	2.64	1.95	0.21	0.47	0.14	92.17	0.36	0.10	1.81	0.10	**100.00**
Avg. Refill % by Qty. Disp.	63.01	59.26	50.00	23.08	50.00	64.81	50.00	33.33	64.00	100.00	64.34
Average GM %	31.46	23.59	21.39	23.39	15.96	14.18	13.13	15.80	10.29	43.53	14.39
Contribution of Quantity to GM*	0.83	0.46	0.05	0.11	0.02	13.07	0.05	0.02	0.19	0.05	**14.39**

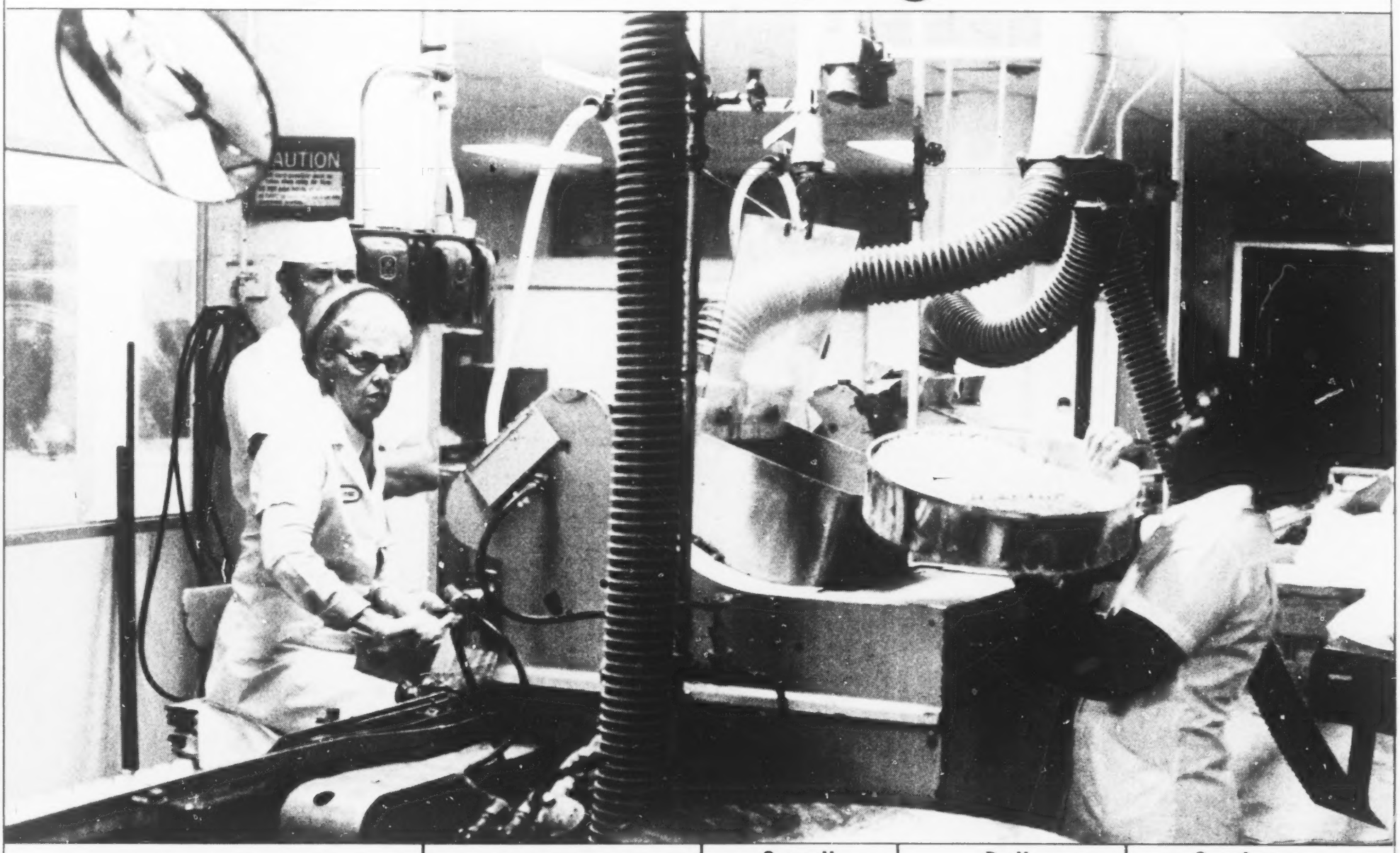
Average Scripts Per Month Per Pharmacy





*This figure is calculated by multiplying the percentage of scripts dispensed by the average gross margin and dividing by 100.

Top 100 Bulk Buying Chart



Product	Manufacturer	Small Size	Small Price	Bulk Size	Bulk Price	Savings $	Savings %
Achromycin-V Caps 250mg	Lederle	100	$ 5.32	1,000	$ 30.42	$ 22.78	74.9%
Aldactazide Tabs	Searle	100	23.75	2,500	530.80	62.95	11.9
Aldomet Tabs 250mg	MSD	100	16.34	1,000	158.48	4.92	3.1
Aldomet Tabs 500mg	MSD	100	29.98	500	147.74	2.16	1.5
Aldoril Tabs 25mg	MSD	100	19.63	1,000	190.45	5.85	3.1
Amoxil Caps 500mg	Beecham	50	19.71	500	185.27	11.83	6.4
Amoxil Caps 250mg	Becham	100	21.07	500	100.36	4.99	5.0
Anaprox Tabs 275mg	Syntex	100	39.31	500	189.83	6.72	3.5
Antivert Tabs 25mg	Roerig	100	19.60	1,000	185.98	10.02	5.4
Ativan Tabs 1mg	Wyeth	100	22.03	500	80.35	29.80	37.1
Bactrim DS Tabs	Roche	100	40.98	500	194.66	10.24	5.3
Benadryl Caps 25mg	Parke Davis	100	7.22	1,000	62.71	9.51	15.2
Benadryl Caps 50mg	Parke Davis	100	10.69	1,000	93.52	13.38	14.3
Catapres Tabs 0.1mg	Boehringer Ingelheim	100	16.39	1,000	158.98	4.92	3.1
Ceclor Caps 250mg	Lilly	15	12.09	100	76.71	3.89	5.1
Clinoril Tabs 200mg	MSD	60	33.23	100	43.66	11.72	26.9
Cogentin Tabs 2mg	MSD	100	10.01	1,000	83.56	16.54	19.8
Corgard Tabs 40mg	Squibb	100	33.40	1,000	317.34	16.66	5.2
Coumadin Tabs 5mg	Endo	100	10.62	1,000	103.98	2.22	2.1
Dalmane Caps 15mg	Roche	100	16.90	500	83.50	1.00	1.2
Darvocet-N Tabs 100mg	Lilly	100	20.75	500	98.57	5.18	5.3
Darvon Cmpd. Caps 65mg	Lilly	100	13.55	500	64.40	3.35	5.2
Diabinese Tabs 250mg	Pfizer	100	31.45	1,000	301.80	12.70	4.2
Dilantin Caps 100mg	Parke Davis	100	7.50	1,000	59.21	15.79	26.7
Dimetapp Extentabs	A. H. Robbins	100	16.83	500	78.10	6.05	7.5
Donnatal Tabs	A. H. Robbins	100	4.60	1,000	40.30	5.70	14.1
Dyazide Caps	SKF	100	14.70	1,000	142.00	5.00	3.5
E-Mycin Tabs 250mg	Upjohn	40	8.51	500	101.00	5.38	5.3
E.E.S. 400 Filmtabs	Abbott	100	24.15	500	109.78	10.97	10.0
Empirin w/Cod. Tabs 30mg	Burroughs Wellcome	100	11.08	1,000	98.23	11.85	12.1
Enduron Tabs 5mg	Abbott	100	15.66	1,000	151.80	4.80	3.2
Eryc Caps 250mg	Parke Davis	100	21.37	500	104.70	2.15	2.1
Erythrocin Tabs 250mg	Abbott	100	10.25	47.59	3.66	7.7	
Flexeril Tabs 10mg	MSD	30	12.36	100	38.90	2.30	5.9

Special

NACDS preview issue

DRUG STORE NEWS

Vol. 6 No. 9 | Serving the Retail Drug Store Industry for 55 years | Published by Lebhar-Friedman Inc. | April 16, 1984

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Partners in profits: forging a winning team

According to POPAI consumer study

Merchandising style translates into sales $$

SAN DIEGO—Consumers who rank a drug store as "high" on merchandising pizzazz wind up spending 15% to 20% more than the average shopper, according to preliminary results just tabulated from POPAI/Dupont's massive new drug store consumer marketing study.

Initial findings from the 12,000-interview study, which was implemented in two phases during the summer and late fall of 1983, were released for the first time at POPAI's annual convention here last month.

Full details from the survey will be published in an exclusive consumer survey issue of *Drug Store News* Dec. 12, while a followup report of the preliminary findings will also be in our next issue, April 30.

Among the key findings released at the POPAI meeting last month were the following:

- Some 6% of all shoppers who go into a drug store with a specific planned purchase in mind fail to buy anything.
- A total of 12% who go in with a specific product in mind fail to buy the product they initially intended to purchase.
- In-depth analysis of the data shows that sales are lost for two key reasons: The stores were out of stock on the target products or management failed to make it easy for the shopper to locate the products they intended to buy through in-store merchandising aids.

The POPAI study, which was carried out in 40 major markets, charts the purchase activity of some 12,131 consumers who shopped in a total of 258 drug stores.

Not only does the study capture "how" the consumer actually behaves while shopping in a "typical drug store," it also catalogs the number of purchases that were influenced by in-store merchandising aids, aids that prompted undecided or impulse sales.

POPAI's 12,131 shoppers made a total of 27,282 purchases (2.27 average purchases per shopper), but significantly an outstanding 57% of those purchases were generated by in-store decision-making.

Continued on page 116

Incidence of unplanned purchases

Category	Impulse Index	Category	Impulse Index
Jewelry/leather goods	83.12%	Paper products	60.94%
Cards/novelties	82.43	Automotive	58.80
Seasonal	81.60	Feminine hygiene/ contraceptives	57.85
Candy/gum	75.44	Personal hygiene	57.71
Stationery/school and home office supplies	73.40	Shaving needs	57.67
Toys/sporting goods	69.12	Apparel	57.55
Housewares	68.90	Hair care	56.77
Garden supplies	68.87	Barbecue/patio	56.45
Cosmetics	65.65	Electrical/batteries	55.02
Fragrances	65.22	Magazines/books	53.93
Pet foods and supplies	64.89	Other OTC's	53.79
Food	63.74	Skin/suncare	53.69
First aid	63.14	Footcare	53.62
Hardware/paint	62.52	Dental	52.50
Vitamins and food supplements	61.96	Cough/cold	52.31
Household/cleaning aids	61.46	Optical	50.21

Source: POPAI

—News in brief—

Jones named Schuck's president

SEATTLE—Pay 'n Save has named Howard E. Jones, a 20-year retail veteran, as president of its 58-store Schuck's auto supply chain. Before joining Pay 'n Save, Jones had worked as vp and general manager for the Peavey Building Supplies Company, in Yuba City, Calif., where he oversaw operations of 43 retail outlets. Prior to that he was director of retail operations for the Williams Brothers Lumber Co. in Atlanta. Pay 'n Save chairman Lamont Bean said, "Jones' vast experience in retailing will enable us to move rapidly ahead with our plans to expand our Schuck's automotive specialty division." Pay 'n Save plans to double the chain's store count within three years.

Pathmark Super Drug to use scanners

EDISON, N.J.—Supermarkets General Corp., operators of Pathmark food/drug combos and freestanding drug stores, will install checkout scanners in the first of three planned deep-discount stores set to open in Baltimore this spring.

The three 25,000-sq.-ft. deep-discount stores, tentatively named Pathmark Super Drug, are scheduled to open in Towson, Glen Burnie and Durdalk.

Pathmark would join Revco as the only other major chain using scanners in a deep-discount drug store. Revco introduced scanners in its Get It For Less store in Memphis last year.

Second Ike's store is planned

MEMPHIS—Following the success of its first "Ike's" deep-discount drug store here, Malone & Hyde said it will open a second unit in the fall that "will mirror" the original 33,000-sq.-ft. store. Malone & Hyde said the new Ike's will also use a circus decor theme, with Ike the elephant as its mascot.

Operating on margins averaging 14%-18%, the store banks on high volume to generate profit dollars. Customer savings are in the 20%-50% range. Sixty per cent of the product mix is H&BA and general merchandise, and the rest is convenience merchandise, such as snack foods, soft drinks and household products.

Most of the merchandise consists of deals and closeouts direct-shipped to the store. Malone & Hyde is considering other Memphis locations for future Ike's units.

Snyder's announces appointments

MINNETONKA, Minn.—Mike Pann has been promoted to vp of retail operations for Snyder's drug stores, Don Beeler, president of the chain, announced. Pann, who joined Snyder's in 1969 as a manager trainee, has held various positions, the most recent of which was assistant vp of retail operations.

Beeler also announced the appointment of Rich Oorlog to vp of human resources. Oorlog transferred from Gambles, another division of Wickes Company, where he was vp-human resources. Snyder's operates 55 corporate stores and 143 independent retail outlets in Minnesota, Wisconsin, South Dakota, Iowa, Illinois and Michigan.

Kroh buys 6-store Thornburg Drug

SYRACUSE, Ind.—John F. Kroh has purchased the six-store Thornburg Drug Co. from Ralph W. Thornburg. Kroh, who is now president of the chain, had been Thornburg's vp-advertising and sales promotion manager. The company, which was founded in 1915, reported 1983 earnings of $1.25 million on $10 million in sales.

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Vol. 6, No. 9 April 16, 1984

Senate seen as last hurdle for Hughes Rx crime bill

WASHINGTON — Despite continued opposition from independent druggists, House Crime Subcommittee Chairman William Hughes' (D-N.J.) pharmacy robbery bill sailed through the Judiciary Committee and appeared on the way to final House approval early this month.

If the Hughes legislation passes that chamber as expected, the decks will be clear for a potentially fiery Congressional conference to resolve the differences between that bill and a somewhat different pharmacy crime measure approved by the Senate earlier this year.

Since both proposals would make the robbery of controlled substances from a pharmacy a Federal offense, it appeared likely at presstime that some type of pharmacy crime legislation would finally be enacted into law this year.

The only potential remaining hitch: the steadfast refusal of lobbyists from the National Association of Retail Druggists to support Hughes' compromise House measure.

In contrast, that legislation has already won open endorsements from virtually every other pharmacy and drug industry segment.

In separate letters to Hughes, National Association of Chain Drug Stores president Robert Bolger called the bill "a most equitable approach" to the growing problem of controlled substance robberies, while American Pharmaceutical Association president Maurice Bectel described it as "a very responsible blending of Federal, state and local jurisdictions" which offers "the promise of a meaningful deterrent to crimes that have left many pharmacists dead or severely injured."

In addition, both the National Wholesale Druggists Association and the Drug Wholesalers Association as well as other industry groups have expressed strong support for the Hughes proposal.

Like Sen. Roger Jepsen's (R-Iowa) Rx crime bill which has already cleared the Senate, Hughes' version would establish stiff new Federal penalties for the theft of controlled substances from retail pharmacies, hospitals, drug wholesalers, pharmaceutical manufacturers or other Drug Enforcement Administration registrants.

Specifically, the House measure sets maximum Federal penalties for controlled substance robberies or burglaries of $25,000 plus 20 years in prison, and imposes life sentences in the event that any person is killed during such a theft.

The bill also raises the current Federal conspiracy penalties from five years in prison and $10,000 to ten years and $25,000 for individuals convicted of conspiring to steal

Continued on page 115

Albertson's returns to Tacoma

BOISE, Idaho—After an absence of 17 years, Albertson's, ninth largest food/drug chain in the country, is returning to Tacoma, Wash., with four superstores—all with pharmacies.

Three of the stores are 42,000 sq. ft., while the fourth—a takeover of a Food King—is 40,000 sq. ft. The first Tacoma store opened in mid-February 1983, the other three will open during 1984-85.

Why did Albertson's leave Tacoma—and why is it returning?

Bob Bolinder, vice-chairman, told *Drug Store News:* "Seventeen years ago we had three small stores which were unproductive, so we sold them to a local operator. We have been looking for the right sites since. The Tacoma economy (Tacoma is 30 miles south of Seattle) is good, drawing on big Government military installations. And there are spillover benefits from Boeing Aircraft to the north."

At present, Albertson's operates 41 superstores in Western Washington. Four of them have pharmacies.

The move back to Tacoma follows re-entry into the Dallas market after an absence of seven years. In 1977, when Albertson's and Skaggs severed their partnership, Skaggs took over the combos in Dallas (now called Skaggs-Alpha Beta).

At present, Albertson's has four 62,000-sq.-ft., food/drug combos under construction in the Dallas-Fort Worth area. A total of 12 will be in operation in the next two years. Currently, Albertson's operates 23 food/drug combos in south and west Texas.

Dallas is now the most competitive combo area in the country. Laments G. G. Grandstaff, vp-general manager of the five-store Drug Mart, "Everybody in the U.S.A. has moved down here."

Not "everybody," but some of the nation's giants, nonetheless. Tom Thumb/Page is the leader. Safeway is not only opening more superstores with pharmacies, but is also installing pharmacies in older stores. Skaggs-Alpha Beta has opened four combos in the last six months. Kroger, too, is a factor, while Minyard's has tossed its hat into the combo ring with four 46,000-sq.-ft. stores now under construction.

Is Dallas overstored? "Yes," says Bob Minyard, president of Minyard's Food Stores Inc., "but there is still room in this market." Jack Sprabary, vp of general merchandise for Page, says, "growth has peaked. Even so, most combos in Dallas are doing relatively well. Dallas' biggest strength is its diversified economy."

Says Bolinder: "There is competition in every area, but in Dallas there is also growth in all

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FINANCIAL

CVS profits up 16%

WOONSOCKET, R.I.—Melville Corp. reported that CVS, Melville's drug and health and beauty aids store chain, posted operating profits of $61.2 million for the year ended Dec. 31, 1983, 16% higher than the $52.7 million in profits for the previous year.

Sales for CVS increased 19.2% to $734.1 million from $615.8 million in 1982.

The profit increase for 1983 was the second strong performance in a row. In 1982, CVS operating profits rose 31%.

For the Melville Corp. as a whole, net earnings increased to $176.3 million from $142.1 million, a 24% advance. Sales rose 20.3% to $3.9 billion from $3.3 billion in 1982.

At the end of the year, CVS was operating 513 drug and health and beauty aids stores, a net increase of 47 stores.

Pay Less NW dividends rise

WILSONVILLE, Ore.—The directors of Pay Less NW voted to raise the quarterly dividend on the company's common stock to 8½¢ from 6¾¢, a 26% increase.

The dividend will be paid July 16 to shareholders of record on June 22. The increase raises the indicated annual rate to 34¢ a share, two times the rate in effect three years ago.

Commenting on the board's action, Pay Less president Ed Hart said, "We are raising the dividend again in view of our continued earnings growth and our outlook for fiscal 1985.

Malone & Hyde earnings jump 14% in third quarter

MEMPHIS—Malone & Hyde Inc., the food and drug wholesaler and retailer which operates Super D drug stores, said that fiscal 1984 third quarter earnings rose 14% to $9.4 million from $8.2 million during the prior year's quarter.

Earnings per share for the third quarter, ended March 3, increased 16% to 58¢ from 50¢ last year.

Third quarter sales were up 3.6% to $627 million from $605 million during the same period last year. However, excluding the sales of operations discontinued during the previous year, sales rose 7.2%.

Sales for the 36-week period were $1.9 billion, a 5.7% increase from the $1.8 billion generated during the first three quarters of fiscal 1983. Excluding sales of discontinued operations in 1983, sales rose 11%.

Net income for the first three quarters of fiscal 1984 was up 21% to $25.6 million from $21.2 million for the previous year.

J. R. Hyde III, chairman and president of Malone & Hyde, commenting on the results said: "We were pleased with our overall operating results for the quarter. Importantly, we continued to make progress in furthering our strategic objectives.

"We are well-positioned to confidently predict profitable growth and record results for the fiscal year," Hyde added.

Malone & Hyde's net-to-sale ratio for the first three quarters of 1984 was 4%. During the first three quarters of fiscal year 1983, the Memphis based retailer had a net-to-sales ratio of 3.5%.

Hyde also credited the successful launch of the company's new deep-discount drug operations for the strong showing.

"Initial customer response has been exceptionally strong for our newest retail venture, Ike's, a deep-discount variety store which opened Feb. 25," Hyde said. "We plan to open the second Ike's this summer, and look toward opening a third by the end of the calendar year."

Chain drug stocks deliver mixed results

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION					
		3/9/84—3/26/84							Price Trend (% per day)		Volume Trend (% per day)			Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin					Last Fiscal Year			Last Fiscal Year (Per Share)		
					Change		52-Week												Indicated Dvd. Rate								
Name	Symbol	High	Low	Close	Amt.	Pct.	High	Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days	Last Fiscal Year	Amt.	Pct.			Latest P/E Ratio	Amt.	Yield	Last X-Dvd. Date	Revenue	Earnings	Current Ratio	Long Term Debt	Common Stock Equity	Last Balance Sheet Date
—	—	$	$	$	$	%	$	$	%	%	%	%	$	$	%	%	%	—	$	%	—	$ Mil.	$ Mil.	—	$	$	—
Chain Store transactions																											
Adams Drug	ADG	15.63	14.00	14.13	.25	1.80	24.88	12.63	.40	-.43	3.44	-32.28	1.74	.62	F	55.3	40.0	2.4	8.1	.04	.3	03-09-84	302.1	7.1	2.8	8.00	9.74	1282
Am Stores	ASC	34.88	30.63	32.38	.38	1.17	44.00	24.97	.00	-1.26	2.02	-5.15	3.61	.92	F	34.2	62.0	1.5	9.0	.64	2.0	03-22-84	7983.7	117.9	1.4	11.95	12.14	0183
Begley Drug	BGLY	16.00	16.00	16.00	.00	.00	24.00	15.00	-.13	.34	1.02	-8.33	1.47	1.46	N	NC	-10.0	1.4	11.0	.68	4.3	01-16-84	56.8	.8	1.8	11.50	17.52	0383
Big B	BIGB	11.13	10.50	10.75	-.13	-1.15	14.50	8.31	-.22	-.09	1.22	32.37	.53	.14	F	35.8	22.0	3.0	20.3	.00	.0	09-21-83	117.0	3.5	2.5	.21	3.36	1282
Dart Drug Corp	DRUGA	73.00	65.00	68.00	3.00	4.62	148.00	57.00	.78	-.40	-1.44	-34.00	5.43	6.32	N	207.2	67.0	3.1	7.3	.13	.2	03-05-84	291.8	9.1	2.0	12.01	28.91	0183
Drug Sys	DRGS	7.00	6.25	6.25	-.50	-7.41	9.31	5.25	.21	.31	-5.43	-77.44	.55	.65	N	NC	NC	2.6	9.6	.00	.0	01-25-84	26.7	.7	2.8	2.40	3.12	0383
Eckerd, Jack	ECK	26.00	24.13	24.50	-1.00	-3.92	34.88	23.50	.11	-.31	-2.16	7.96	1.91	.30	S	16.3	6.0	3.1	11.4	1.00	4.1	03-12-84	2325.0	71.7	2.0	.30	*5.17	0783
Fay's Drug	FAY	11.75	10.50	10.50	-.88	-7.69	14.50	8.81	-.26	-.80	-1.58	5.63	.60	.13	F	27.6	56.0	2.6	17.5	.14	1.3	03-19-84	312.4	6.1	2.0	2.17	2.23	0183
Genovese Drug	GDX	14.50	13.63	13.63	-.63	-4.39	20.50	8.88	.01	-.75	-2.65	58.18	.96	.29	F	43.2	99.0	2.0	14.2	.20	1.5	12-28-83	193.8	3.9	1.7	1.90	4.95	0183
Hook Drugs	HOOK	22.50	21.75	21.75	-.75	-3.33	29.75	20.00	-.41	-.23	-4.71	48.00	2.01	.49	F	32.2	7.0	2.7	10.8	1.00	4.6	04-09-84	320.5	8.7	1.7	2.86	9.37	1282
Longs Drg Strs	LDG	43.50	41.63	42.00	.13	.30	50.13	40.25	-.02	-.02	-3.03	-.96	3.43	.51	F	17.4	10.0	3.0	12.2	1.12	2.7	02-29-84	1214.4	36.4	1.8	.00	*16.76	0183
Pay N Save	PAYN	21.63	19.63	21.63	1.88	9.49	28.75	17.50	.19	1.58	3.86	12.14	2.02	.61	F	43.2	1.0	2.5	10.7	.60	2.8	02-17-84	1220.5	30.1	2.3	17.01	*4.32	0183
Pay Less NW	PAY	16.88	15.25	16.88	1.25	8.00	20.19	14.00	.37	.67	.01	82.33	1.35	.28	F	26.1	1.0	2.9	12.5	.34	2.0	06-18-84	852.9	24.7	2.0	5.26	6.07	0183
Peoples Drug	PDG	33.88	33.63	33.75	.13	.37	33.88	20.25	1.73	.32	-4.61	-81.49	1.79	.36	Q	24.3	23.0	1.7	18.3	.28	.8	02-17-84	791.1	13.7	1.8	4.92	*11.56	0983
Perry Drug	PDS	16.00	14.50	14.88	.38	2.59	22.38	11.69	-.12	-.36	-1.46	31.74	1.02	.37	Q	50.0	11.0	1.6	13.4	.24	1.6	02-21-84	285.5	4.5	2.2	2.78	9.75	1083
Revco Drug	RDS	33.25	30.75	31.50	.63	2.02	37.50	26.50	.07	-.30	.17	69.05	2.13	.56	N	29.7	24.0	3.7	12.9	.68	2.2	02-17-84	1792.8	66.5	2.5	1.33	*11.59	0583
Rite Aid Corp	RAD	19.38	18.13	18.50	-.25	-1.33	23.44	17.88	-.11	.40	.87	4.64	1.19	.61	N	83.5	26.0	3.9	13.8	.40	2.2	01-30-84	1294.7	49.9	1.7	.59	6.19	0283
Thrifty Cp	TFD	14.25	12.75	12.75	-1.00	-7.27	25.25	11.63	-.49	-.78	3.43	17.89	1.13	.23	Q	24.7	18.0	1.9	11.0	.52	4.1	02-06-84	1187.8	22.5	1.5	5.39	6.83	0683
Walgreen Co	WAG	36.25	33.38	34.25	1.00	3.01	40.38	26.75	.19	.05	-1.04	-6.47	2.24	.46	Q	24.4	34.0	2.9	14.6	.72	2.1	02-10-84	2360.6	69.0	1.6	1.76	*11.47	0883
Wholesaler's transactions																											
Bergen Bruns	BBCA	25.75	21.88	24.25	2.38	10.86	39.50	21.00	.32	.08	-4.76	.95	1.60	.22	S	14.6	38.0	1.4	14.1	.32	1.3	01-26-84	1452.0	20.0	1.6	1.22	9.99	0683
McKesson Cp	MCK	36.25	34.00	34.25	-1.00	-2.84	51.00	34.00	-.48	-.80	4.39	44.97	3.44	.38	N	11.7	5.0	1.6	9.5	2.40	7.0	02-24-84	4053.7	63.2	1.6	15.78	29.70	0383
Foxmeyer Cp	FOXM	25.00	24.25	24.50	.00	.00	28.50	22.25	.30	.13	2.57	13.64	.94	1.43	N	NC	103.0	.7	17.1	.00	.0	00-00-00	351.1	2.3	2.2	15.38	3.87	0383
Ketchum	KCH	18.00	13.63	15.75	2.25	16.67	21.00	11.19	.33	.10	3.89	-36.54	.89	.51	N	113.3	97.0	.4	16.4	.00	.0	09-26-83	211.4	.9	1.5	5.87	5.68	0483
Owens & Minor	OBOD	14.00	13.50	13.75	-.25	-1.79	19.25	13.00	.06	.72	-2.45	-23.44	1.41	.64	F	83.1	8.0	1.2	9.8	.36	2.6	03-09-84	255.2	3.0	2.8	10.55	9.76	1282
Spectro Indus	SPO	19.75	15.50	18.00	1.50	9.09	28.75	15.50	.14	-1.39	9.12	4.35	1.35	.31	N	25.0	48.0	1.6	11.6	.14	.8	12-29-83	339.1	5.4	1.7	2.86	7.24	0383
Manufacturer's transactions																											
Abbott Labs	ABT	42.75	38.25	38.88	-1.50	-3.72	53.38	38.25	-.43	-1.27	-.07	5.01	2.86	.49	F	20.6	28.0	11.9	13.6	1.20	3.1	04-09-84	2927.9	347.6	1.9	4.00	11.71	1283
Am Home Prod	AHP	53.88	51.00	52.38	.38	.72	54.75	42.88	.14	.02	.79	17.21	4.00	.41	F	11.4	17.0	12.9	13.1	2.64	5.0	02-06-84	4856.5	627.2	3.0	.00	13.14	1283
Baxter Travenol	BAX	18.00	16.50	17.00	.00	.00	31.31	16.38	-.63	-.41	-2.50	1.30	1.45	.23	F	18.8	28.0	11.8	11.7	.33	1.9	03-23-84	1842.5	218.1	2.0	1.18	7.52	1282
Block Drugs Co	BLOCA	27.25	27.00	27.25	.25	.93	34.47	21.38	-.17	.34	-3.72	19.70	2.85	.47	N	17.6	14.0	9.7	8.7	1.00	3.7	02-24-84	219.0	21.3	2.5	2.35	17.84	0383
Bristol-Myers	BMY	47.50	43.38	45.25	2.00	4.62	47.88	34.50	.17	-.11	.30	-8.74	3.00	.41	F	15.8	19.0	10.4	15.1	1.60	3.5	04-02-84	3917.0	408.0	2.4	.71	13.99	1283
Carter-Wallace	CAR	25.25	23.75	23.75	-1.25	-5.00	29.00	18.00	-.24	-.76	-7.14	-17.98	2.12	.31	N	15.5	35.0	5.7	10.3	.48	2.0	02-06-84	289.9	16.5	2.6	1.57	20.15	0383
Cooper Labs	COO	12.75	10.38	12.63	1.88	17.44	13.75	10.38	-.14	4.47	8.18	63.79	NA	NA		NA	NA	NA	NA	.12	1.0	03-12-84	NA	NA	NA	NA	NA	NA
Forest Labs	FRX	18.50	16.13	16.75	-.38	-2.19	40.75	16.13	-.71	-.63	-1.85	-22.01	.48	-.02	N	-3.5	57.0	13.4	31.0	.00	.0	01-14-83	18.6	2.5	3.7	.37	3.03	0383
ICN Pharm	ICN	7.13	5.88	6.13	-.13	-2.00	15.25	4.88	.45	-2.83	-2.08	-29.95	.22	-.20	F	-47.6	33.0	5.1	27.8	.00	.0	00-00-00	37.0	1.9	1.8	.65	3.81	1182
Key Pharm	KPH	16.00	14.50	16.00	1.25	8.47	25.94	13.38	-.01	.75	-3.24	-11.45	.51	.17	F	50.0	60.0	14.8	31.4	.16	1.0	03-12-84	127.3	18.8	1.6	.03	1.14	1282
Lilly Eli Co	LLY	64.25	61.13	61.25	-1.50	-2.39	68.38	56.75	-.16	-.13	-4.75	2.79	6.13	.71	F	13.0	12.0	15.1	10.0	2.90	4.7	02-08-84	3033.7	457.4	1.9	1.23	28.86	1283
Lee Pharm	LPH	3.00	2.75	2.88	.00	.00	4.38	2.00	.46	.00	-2.32	-2.94	-.49	.54	Q	NE	-57.0	-14.3	NE	.00	.0	00-00-00	7.0	-1.0	2.6	.41	1.53	0983
Marion Labs	MKC	35.00	27.75	33.75	5.25	18.42	48.00	27.25	.27	.97	3.11	37.11	.78	.43	S	72.8	15.0	8.2	33.1	.40	1.2	03-14-84	181.2	14.8	2.5	.05	5.93	0683
Merck & Co	MRK	94.50	90.00	91.88	-.25	-.27	104.63	81.75	.00	.04	1.15	-12.97	6.10	.49	F	8.7	7.0	13.9	15.1	3.00	3.3	03-01-84	3246.1	450.9	1.7	5.21	32.92	1283
Morton Thiokol	MTI	67.25	61.00	66.00	5.00	8.20	83.38	60.00	-.58	.88	-1.91	39.44	5.15	1.09	S	23.1	17.0	5.2	11.4	1.76	2.7	02-23-84	1509.2	78.5	1.4	8.90	32.79	0663
Newport Ph	NWPH	5.63	5.13	5.50	.38	7.32	11.38	4.50	-.24	-.35	-2.15	3.61	-.03	-.09	N	NE	14.0	-3.4	NE	.00	.0	00-00-00	8.8	-.3	3.7	.24	1.12	0483
Pfizer Inc	PFE	39.50	33.75	34.50	-3.50	-9.21	44.75	33.75	-.10	-.45	1.50	-20.08	2.73	.62	F	29.3	17.0	11.9	12.6	1.32	3.8	01-26-84	3750.0	447.1	2.1	3.03	13.67	1283
Reid Prov Labs	REID	4.25	4.00	4.00	.00	.00	6.09	1.91	1.49	.24	.53	17.65	.10	.06	S	85.7	64.0	6.1	30.8	.05	1.3	12-09-83	11.4	.7	3.1	.03	.80	0683
Robins, AH	RAH	18.13	16.88	17.13	.00	.00	29.38	16.63	-.18	.17	-2.52	33.03	2.40	.42	F	21.2	20.0	10.3	7.1	.68	4.0	02-03-84	563.5	58.2	3.2	1.30	13.99	1283
Rorer Group	ROR	28.75	27.25	28.63	1.25	4.57	34.25	25.00	.19	.60	.50	-9.85	2.02	.22	F	12.2	11.0	8.9	14.2	1.08	3.8	02-06-84	475.3	42.4	2.1	1.13	9.54	1282
Scherer RP Co	SCHC	13.38	12.38	13.13	.38	2.94	29.63	12.25	-.34	.39	1.65	-32.50	1.13	-.39	N	-36.7	2.0	5.2	19.6	.32	2.4	03-14-84	169.7	8.8	2.5	4.57	10.88	0383
Searle, GD	SRL	48.63	44.75	46.75	-.50	-1.06	55.88	36.63	.08	.71	-.91	29.44	2.39	-.17	F	-6.6	14.0	11.6	19.6	.52	1.1	02-06-84	946.0	110.0	2.2	4.10	13.32	1282
Squibb Corp	SQB	47.62	44.00	44.88	.63	1.41	55.63	38.25	-.11	-.22	.09	15.50	3.31	.30	F	9.9	6.0	9.8	13.6	1.44	3.2	02-10-84	1768.9	173.3	2.3	6.54	21.29	1282
Sterling Drug	STY	26.00	23.88	26.00	1.88	7.77	29.63	23.50	.06	1.05	.16	-6.63	2.24	.07	F	3.2	8.0	7.2	11.6	1.12	4.3	02-09-84	1901.2	136.8	2.8	1.19	14.16	1282
Syntex Corp	SYN	41.63	38.38	39.13	-.88	-2.19	62.50	38.38	-.75	.40	2.19	10.58	4.30	.40	S	9.9	36.0	17.2	8.8	1.60	4.1	02-06-84	870.2	149.3	2.2	3.37	18.11	0783
Thompson Med	TM	18.38	15.38	18.00	2.63	17.07	26.00	12.75	.79	.57	-5.33	-9.40	1.65	.49	F	42.2	89.0	11.0	10.9	.40	2.2	12-23-83	149.4	16.5	4.5	.00	4.53	1182
Upjohn Co	UPJ	61.38	58.75	60.88	2.25	3.84	68.75	50.63	.23	.41	4.31	-6.26	5.28	1.10	F	26.3	1.0	8.1	11.5	2.56	4.2	01-03-84	1986.1	160.2	2.0	15.26	32.19	1282
Warner-Lambrt	WLA	34.75	32.88	33.63	.63	1.89	36.75	26.38	.34	.13	-.01	8.88	2.51	.46	F	22.4	-2.0	6.5	13.4	1.48	4.4	02-06-84	3108.3	200.5	1.9	7.53	17.75	1283

KEY: NA—Not Applicable NC—Not Calculable NE—Negative Earnings Q-First Quarter S-Six months N-Nine months F-Fiscal year
**—Other than a quarterly multiple resulting from a fiscal year change.*

Data and Table Provided by Media General Financial Services, Inc., Richmond, VA 23261

Top 100 Bulk Buying Chart

Product	Manufacturer	Small Size	Small Price	Bulk Size	Bulk Price	Savings $	Savings %
Hydrochlorothiazide Tabs 50mg	Generic	100	1.94	1,000	18.00	1.40	7.8
Hydrodiuril Tabs 50mg	MSD	100	8.44	5,000	376.58	45.42	12.1
Hygroton Tabs 50mg	USV	100	18.82	1,000	181.55	6.65	3.7
Inderal Tabs 10mg	Ayerst	100	7.51	1,000	72.14	2.96	4.1
Inderal Tabs 20mg	Ayerst	100	10.56	1,000	101.51	4.09	4.0
Inderal Tabs 40mg	Ayerst	100	15.22	1,000	146.21	5.99	4.1
Inderal Tabs 80mg	Ayerst	100	25.38	1,000	243.86	9.94	4.1
Indocin Caps 25mg	MSD	100	24.68	1,000	239.25	7.55	3.2
K-tabs 750mg	Abbott	100	8.28	1,000	79.63	3.17	4.0
Keflex Caps 250mg	Dista	20	10.51	1,000	50.04	2.51	5.0
Keflex Caps 500mg	Dista	20	20.68	100	98.33	5.07	5.2
Lanoxin Tabs 0.125mg	Burroughs Wellcome	100	2.29	1,000	18.49	4.41	24.0
Lanoxin Tabs 0.25mg	Burroughs Wellcome	100	2.50	5,000	83.05	41.95	50.5
Lasix Tabs 20mg	Hoechst	100	8.85	1,000	79.85	8.65	10.8
Lasix Tabs 40mg	Hoechst	100	12.45	1,000	112.35	12.15	10.8
Librax Caps	Roche	100	19.23	500	95.15	1.00	1.1
Librium Caps 10mg	Roche	100	15.28	500	75.40	1.00	1.3
Lomotil Tabs	Searle	100	22.37	2,500	482.28	3.08	0.6
Lopressor Tabs 100mg	Geigy	100	28.05	1,000	271.88	8.72	3.2
Lopressor Tabs 50mg	Geigy	100	15.59	1,000	151.00	4.90	3.2
Macrodantin Caps 50mg	Norwich-Eaton	30	7.44	1,000	200.48	47.52	23.7
Mellaril Tabs 25mg	Sandoz	100	19.14	1,000	181.86	9.54	5.2
Micro-K Caps 8mg	A. H. Robbins	100	7.26	500	31.74	4.56	14.4
Minipres Caps 5mg	Pfizer	250	87.11	500	172.46	1.76	1.0
Motrin Tabs 400mg	Upjohn	100	22.38	500	108.20	3.70	3.4
Motrin Tabs 600mg	Upjohn	100	31.28	500	153.56	2.84	1.8
Naldecon Tabs	Bristol	100	27.94	500	135.90	3.80	2.8
Nalfon Tabs 600mg	Dista	100	29.15	500	141.57	4.18	3.0
Naprosyn Tabs 250mg	Syntex	100	42.62	500	207.77	5.33	2.6
Naprosyn Tabs 375mg	Syntex	100	52.21	500	253.25	7.80	3.1
Omnipen Caps 500mg	Wyeth	100	11.97	500	57.01	2.84	5.0
Orinase Tabs 0.5mg	Upjohn	50	8.03	1,000	155.14	5.46	3.5
Ornade Spansules	SKF	50	11.70	500	113.50	3.50	3.1
Parafon Forte Tabs	McNeil	100	24.60	500	119.40	9.50	8.0
Percodan Tabs	Endo	100	18.88	1,000	178.50	10.30	5.8
Persantine Tabs 25mg	Boehringer Ingelheim	100	12.72	1,000	120.69	6.51	5.4
Persantine Tabs 50mg	Boehringer Ingelheim	100	20.51	1,000	194.82	10.28	5.3
Phenaphen w/cod. Caps 30mg	A. H. Robbins	100	19.00	500	91.00	4.00	4.4
Premarin Tabs 1.25mg	Ayerst	100	13.80	1,000	131.59	6.41	4.9
Procardia Caps 10mg	Pfizer	100	22.66	300	66.60	1.38	2.0
Provera Tabs 10mg	Upjohn	25	10.33	100	39.20	2.12	5.4
Reglan Tabs 10mg	A. H. Robbins	100	19.50	500	92.40	5.10	5.5
Rufen Tabs 400mg	Boots	100	15.30	500	70.20	6.30	9.0
Septra DS Tabs	Burroughs Wellcome	20	43.32	250	97.32	4.39	4.5
Slow K Tabs	Ciba	100	8.08	1,000	78.39	1.69	2.2
Synalgos DC Caps	Ives	100	19.94	500	94.79	4.91	5.2
Synthroid Tabs 0.1mg	Flint	100	5.39	1,000	45.80	8.10	17.7
Synthroid Tabs 0.15mg	Flint	100	6.48	1,000	55.04	9.76	17.7
Synthroid Tabs 0.2mg	Flint	100	7.76	1,000	65.99	11.61	17.6
Tegretol Tabs 200mg	Geigy	100	19.29	1,000	186.94	5.96	3.2
Tenormin Tabs 10mg	Stuart	28	9.40	100	33.55	0.02	0.06
Theo-Dur Tabs 200mg	Key	100	11.30	500	53.48	3.02	5.6
Theo-Dur Tabs 300mg	Key	100	13.42	500	63.55	3.55	5.6
Thyroid Tabs 1gr	Armour	100	2.28	5,000		33.32	41.3
Timoptic Ophth. Soln. 0.05%	MSD	5ML	10.98	15ML	31.88	1.06	3.3
Tolinase Tabs 250mg	Upjohn	100	30.26	1,000	291.58	11.02	3.8
Tranxene Caps 3.75mg	Abbott	100	16.68	500	81.57	1.83	2.2
Tranxene Caps 7.5mg	Abbott	100	21.29	500	81.57	24.88	3.50
Tylenol w/Cod. Tabs 30mg	McNeil	100	9.70	1,000	89.96	7.04	7.8
Tylenol w/Cod. Tabs 60mg	McNeil	100	18.23	500	86.44	4.71	5.4
V-Cillin K Tabs 250mg	Lilly	100	10.54	500	49.77	2.93	5.9
Valium Tabs 10mg	Roche	100	31.45	500	156.25	1.00	0.6
Valium Tabs 2mg	Roche	100	11.95	500	58.75	1.00	1.7
Valium Tabs 5mg	Roche	100	18.63	500	92.15	1.00	1.1
Vibramycin Caps 100mg	Pfizer	50	75.50	500		101.11	15.5
Zyloprim Tabs 300mg	Burroughs Wellcome	30	7.33	500	110.05	12.12	11.0

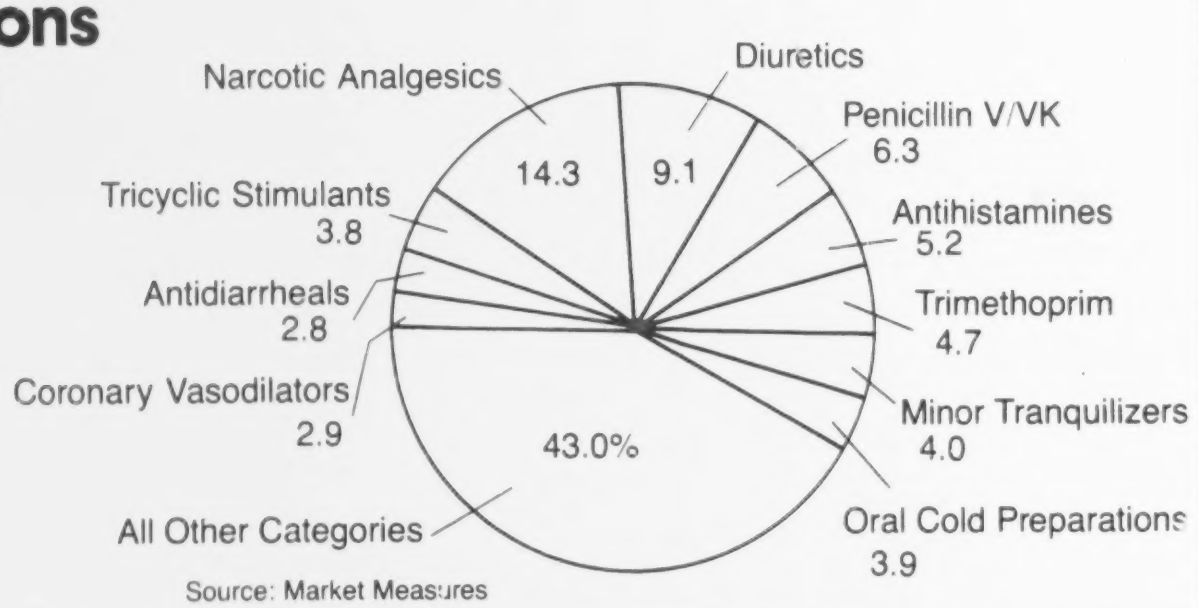
Top 20 Generically Prescribed Products

Rank based on number of Rxs '81	'82	'83	Product Category	Total Category % Growth 83/82 New Rxs	Total Rxs
3	1	1	Amoxicillin	+25%	+25%
1	2	2	Ampicillin	− 7	− 7
7	7	3	Thiazides	−11	− 5
2	3	4	Penicillin V/VK	− 1	− 1
6	6	5	Prednisone Oral	+ 2	+ 2
4	4	6	Tetracycline Systemic	− 4	− 2
13	7	7	Hydrocortisone Dermatologicals	+ 1	+ 1
NA	16	8	Erythromycin	+ 9	+ 9
17	12	9	Insulin	+10	+18
NA	NA	10	Coronary Vasodilators	+ 1	+ 2
8	8	11	Phenobarbital	−10	− 8
11	10	12	Nitroglycerin	− 3	− 1
9	9	13	Cardiac Glycosides	−10	− 5
14	15	14	Potassium Supplements	+ 2	+ 6
10	11	15	Thyroid	−15	−12
NA	19	16	Tricyclic Antidepressants	− 3	+ 1
12	14	17	Meprobamate	−10	− 6
NA	NA	18	Antidiarrheals	+ 2	+ 5
NA	NA	19	Antigout Treatments	− 6	− 1
NA	NA	20	Lithium	+ 7	+ 8

Source: *Drug Store News* Survey

10 Drug Categories Account for Over Half of all Pharmacist Substitutions (September 1983)

	100%
Total New Prescriptions	**(3.1 million)**
Top 10 Categories	**57.0%**



Source: Market Measures

Summary of New and Refill Prescription Volume in Chain and Independent Drug Stores 1983

	Rx Volume (# millions)	% share	% Growth 1983/1982
Totals Scripts*	**1,514**	**100.0**	**+2**
New	760	50.2	−1
Refill	754	49.8	+3

*Total scripts refers to noncompounded prescriptions dispensed through retail pharmacies during 1983.

Source: *Drug Store News* Survey